SEPTEMBER 18, 1950

BROADCASTING TELECASTING

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RENSSELAER IND. REPUBLICAN
Tuesday, August 15, 1950

Big Fair Show Starts Today

(By Earle Reynolds)

The Jasper County Fair is on its way today. All the attractions have arrived. Acts, horses and peep shows of the carnival will be barking for business starting this afternoon and by night the whirl and glimmer will be casting its rays over the countryside for miles in competition with the airport beacon.

Yes, and this is going to be a week of great fun and education. The Clark Bears and Bymco the wire act arrived yesterday and this fills out the amusement show for the stage with the Flying Eldonas, The two Smiths, Clark Bears, Bymco Wire Wizards and Jacks Xylophone Band, and of course WLS will be added to the program during the latter part of the week.

I was talking to the High Mogul of the Fair and they are young dudes and are anxious to please, and I wouldn't be a bit surprised to see a changed fairgrounds next season. First widen 114 to the fair grounds. Have an entrance road and exit road from the grounds. This fair every year is strictly Jasper County, and every one should pitch in and make it their fair.

...and of course WLS was there

It's become an expected "of course" that whenever there's a gathering of rural or small town folks in the Midwest, WLS will be there, too. During the summer and fall season, for example, WLS will be represented at some 350 festivals, local county or state fairs—events such as the Jasper County (Ind.) Fair described in the newspaper clipping reproduced here—appearing before some 460,000 friends. This includes "of course" again, the Illinois State Fair, where this year 12,000 *paid* to see the 5-hour WLS National Barn Dance presented as the opening feature. Wherever there's an opportunity to participate in Midwest activities: to get closer to its listeners in any way that will enlarge its service to them—and build a more responsive audience for its advertisers—"of course" WLS will be there!

WLS
The PRAIRIE FARMER STATION
CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

XUM

It takes the proved **selling** *power of* **WHAS...**

...to reach the record **buying** *power of Kentuckiana*

COFFEE CALL — Kentuckiana's only Food Merchandising Show

KENTUCKIANA

1949 RETAIL SALES: $2,007,859,000
1949 FOOD SALES: 474,196,000

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

Television in the WHAS tradition

WHAS-TV
Louisville, Kentucky

WHAS
INCORPORATED • ESTABLISHED 1922
Louisville 2, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

WTRY

TROY, N. Y.

DELIVERS

More for Less

IN THE

ALBANY
TROY
SCHENECTADY
MARKET

MORE AUDIENCE

BMB Total Weekly Audience in the Tri City Counties of Albany, Schenectady, Rensselaer

WTRY (5 kw)	**110,690 radio families**
Station A (10 kw)	79,510 radio families
Station B (5-1 kw)	79,430 radio families
Station C (50 kw)	116,390 radio families

WTRY delivers 39% more radio families than Station A or Station B; has approximately same audience as station C

HIGHEST RATINGS

Hooper Ratings (Oct. 1949-Feb. 1950)

WTRY's ratings are higher than

Station A in 15 out of 20 half hours
Station B in 19 out of 20 half hours
Station C in 14 out of 20 half hours

LOWEST COST

Cost per M radio families per half hour based on Hooper Report (Oct. 1949-Feb. 1950)

WTRY has a lower cost per M radio families than

Station A in 17 out of 20 half hours
Station B in 20 out of 20 half hours
Station C in 13 out of 20 half hours

WTRY

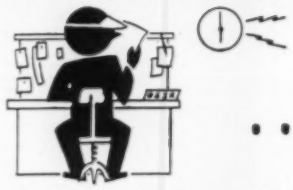
CBS in the Tri-Cities

5000 watts **980 kc**

REPRESENTED BY HEADLEY-REED

blished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM



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(Continued on page 86)

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...dollar for dollar, KRLD, Dallas, today presents complete coverage of the largest territorial area, the richest dollar market, the greatest per-family penetration, with the highest rated (Hooper) listening audience, at the lowest cost per listener in southwest radio history . . .

...exclusive CBS station for the Dallas and Fort Worth area . . .

...saturates the great southwest market empire with 50,000 watts, day and night.

this is why

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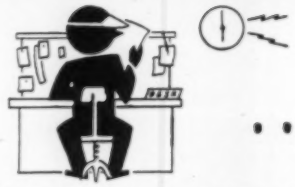
is your best buy

The Times Herald Station
The Branham Co., Exclusive Representatives

Owners and Operators of
KRLD-TV
Channel 4
Exclusive CBS Outlet
for the Dallas-
Fort Worth area.



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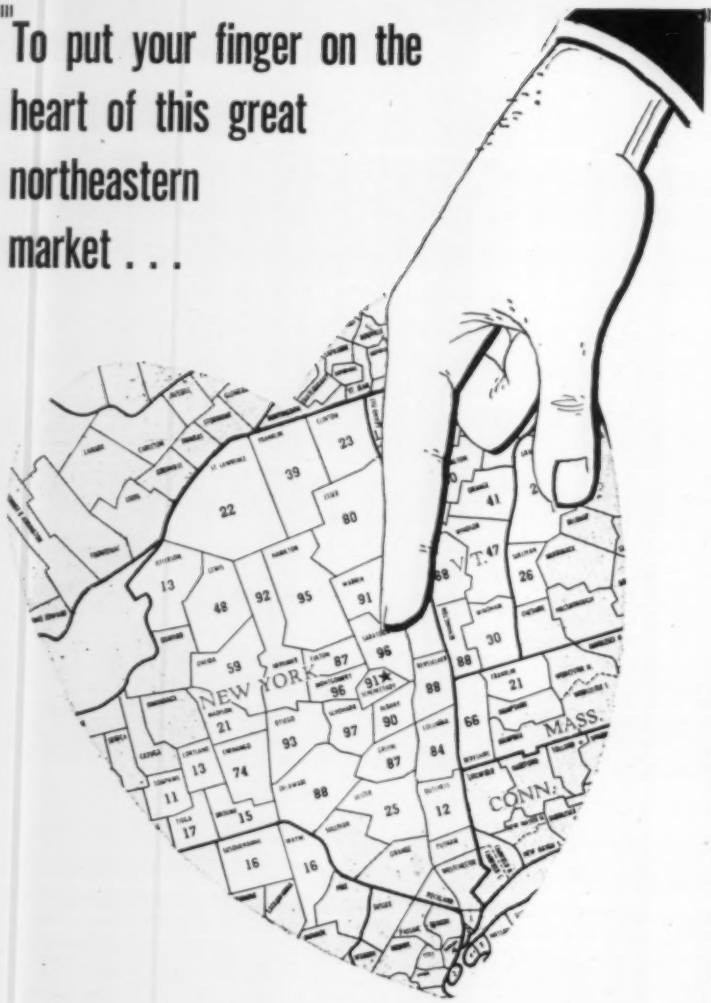
To put your finger on the heart of this great northeastern market . . .



WGY's total weekly audience is over 2½ times greater than that of the next best station in Daytime and at Night.

WGY's daily audience is 3 times greater than that of the next best station —191% greater in Daytime, 211% greater at Night.

WGY has 36% more audience in Daytime and 45% more at Night than a combination of the ten top-rated stations in its area. (WGY weekly audience: 428,160 Daytime; 451,230 Night.) (10-station weekly audience: 313,080 Daytime; 310,970 Night.)

WGY has the largest audience in every single county in the area at Night and in all but one county in Daytime.

WGY has in its primary area, Day and Night, 23 counties to Sta. B's 5 counties, Sta. C's 3 counties, Sta. D's 3 counties.

WGY has almost twice as many counties in its primary area as any other station in the area has in its entire area.

WGY has 8 counties in its Daytime area and 9 in its Nighttime area which are not reached at all by any other Capital District station.

Your best radio buy is WGY

Represented Nationally by NBC Spot Sales

810 on your dial 50,000 Powerful watts affiliated with NBC **WGY** A GENERAL ELECTRIC STATION

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

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870 National Press Bldg.
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IN THIS BROADCASTING . . .

Tobacco Radio Budgets Up 23
Study of Anti-Red Protests Urged by AFRA 23
Radio-TV Defense Role Taking Shape 25
NAB Names Drake to Head Station Relations 25
Department Store Radio Zooms Up 26
Use Editorials, Howell Urges Dist. 14 28
Don't Weaken NAB, Dist. 8 Is Warned 28
Back BAB 100%, Woodall Urges Dist. 13 29
Witnesses Appear for KMPC in Richards Case 36
U. S. Delegates Not Optimistic Over NARBA Talks 41
Communist Control Bill Passes Senate 83

TELECASTING starts on Page 49

DEPARTMENTS

Agency Beat	10	On All Accounts	10
Aircasters	70	On Dotted Line	30
Allied Arts	72	Open Mike	12
Editorial	46	Our Respects To	46
FCC Actions	76	Programs, Promotions,	
FCC Roundup	84	Premiums	69
Feature of the Week	16	Radiorama	34
Front Office	48	Strictly Business	16
New Business	14	Upcoming	64

WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* **STAFF:** David Berlyn, Lawrence Christopher, Mary Cross, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Wilson D. McCarthy, Jean D. Statz; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadt, Doris Orme, Judy Martin; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager:* Elaine Haskell, Grace Motta, Lillian Oliver, Allen Riley, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22. *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1. *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

HERE'S YOUR FARM-FRESH VEGETABLES, LADY!

Only hours from farm to you!

Yes, wherever you live, you live *better*, thanks to America's hard-working trucks and trailers.

Because *one-third* of America's 8,000,000 trucks are owned by *farmers . . . who could not get their goods to market and to you any other way.*

That's why you have fresh lettuce—fresh milk—fresh tomatoes—fresh *everything* from farms. In fact, *everything you eat, buy, use or wear* comes all or part of its way to you, cheaply and efficiently, in trucks . . . *all kinds* of trucks.

Everytime a truck rolls the road, you, your family, your business, your community are *directly benefited.*

And as they roll, trucks *pay their full share and more* of all road building costs—*including* the parkways that America's motorists use and enjoy.

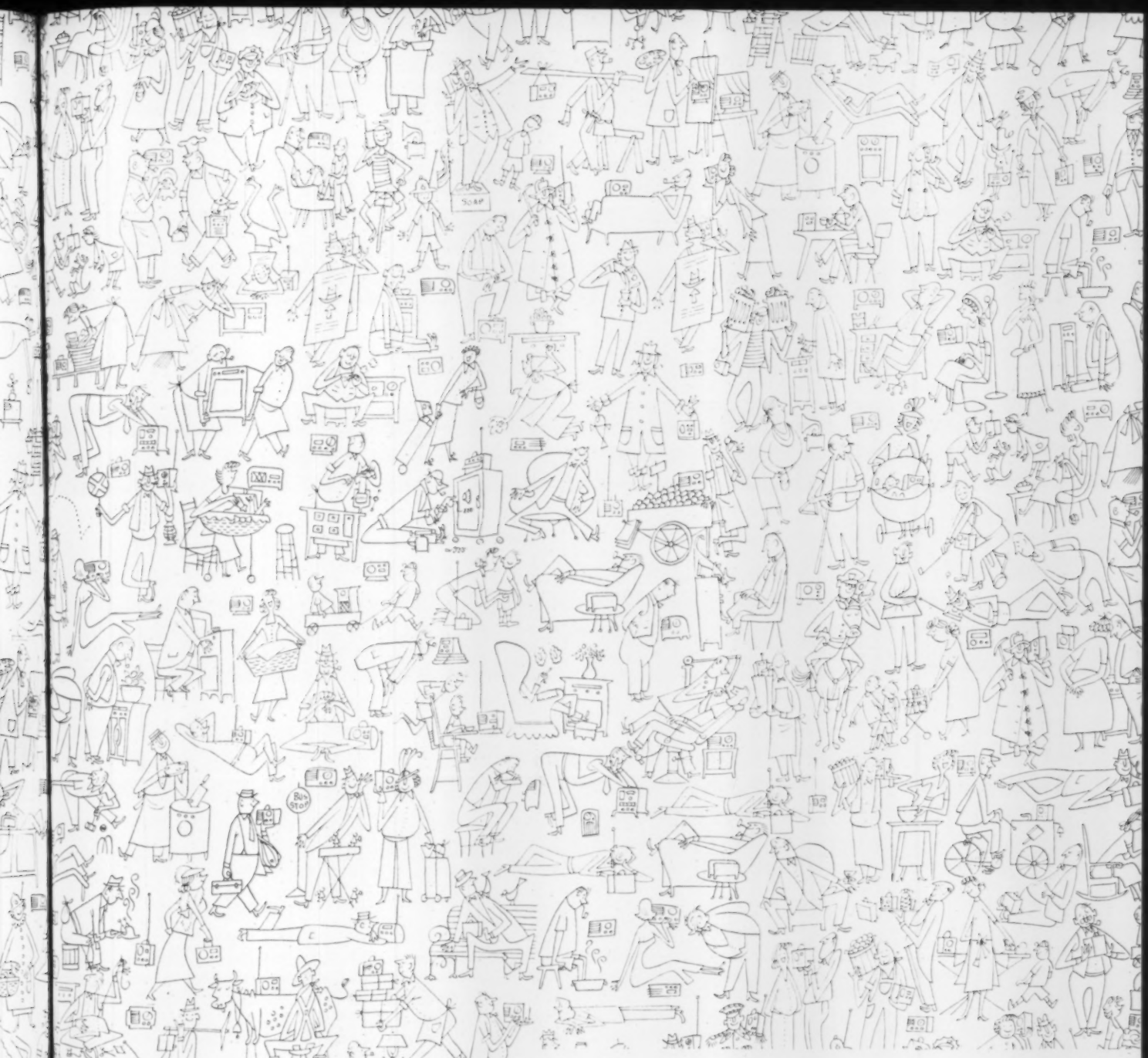
It all adds up to this: Every time you see a truck, it's on the way to fill the world's most abundant "market basket" . . . at lowest cost to *you.*

This message may be reprinted in whole or in part without permission, upon notifying American Trucking Associations, Washington, D. C.

THE AMERICAN TRUCKING INDUSTRY

AMERICAN TRUCKING ASSOCIATIONS, WASHINGTON 6, D. C.

BRAND X
Look for the sponsor—that's where



ere<u>he listeners</u> are!

For a true, undistorted picture of Chicago radio, take a close look at the nation's biggest advertisers. They <u>know</u> which Chicago station has the biggest audiences. That's why 10 out of the "Top 10" leading national advertisers... 20 out of the "Top 25"*...38 out of the "Top 50"* used WBBM <u>locally</u> during the past year alone. And Chicago's <u>local</u> advertisers follow their lead. It's plain to see: where you find the advertisers—that's where the listeners are!

*Three of the "Top 25" are not accepted as radio advertisers.

Columbia Owned • Represented by Radio Sales **WBBM**

XUM

5,000
LETTERS A MONTH
...on ONE program!*

And it's the FIRST month on the air for this program!

That's a lot of mail; a lot of bona-fide public acceptance, and a lot of cash register-ringing response for the smart people who buy spots on this program.

But this is only one small "for instance" in the long, 24-hour per day schedule of Station WDOK, the station that's operated by radio men with the "know-how" to give the listener what he wants.

Before you buy time on any station in Northern Ohio, look into Station WDOK. "The Station That's Tuned to You."

night and day it's WDOK

*This program is called "TUNE-O" and features valuable "give-away" prizes. It runs five days per week, Monday through Friday; 10:30 to 11:00 A.M. It is participating, with spots selling at $14.00 each.

LOW COST COVERAGE

serving Ohio's 1st market 24-hours a day

WDOK Cleveland 1260 kc. 5000 w.

Represented by Everett-McKinney

agency

DAVID S. WILLIAMS, assistant in media department Wade Adv. Agency, Chicago, appointed radio time and space buyer.

C. M. MORLEY, EDWARD T. PARRACK and W. STANLEY REDPATH, senior account executives Ketchum, MacLeod & Grove Inc., Pittsburgh, named vice presidents. They have been with agency since 1927, 1936 and 1944, respectively.

Mrs. E. J. KIDD, vice president Lewis & Gilman Inc., Phila., resigns.

WILLIAM A. BARTEL, account executive Ellington & Co., N. Y., named vice president of agency. Has been with firm since October 1948.

JOHN C. STROUSE, Dancer-Fitzgerald-Sample, N. Y., to Kenyon & Eckhardt, N. Y., as account executive.

NORMAN MacAFEE, American Stores Inc., Phila., to Lamb & Keen Adv., Phila., to service accounts and work on new business.

FRED GOLDEN and PHILLIP SOLOM, head of theatre department and account executive, respectively, named vice presidents Blaine-Thompson Agency, N. Y., in commemoration of its 50th year. Both

on all accounts

IN July of 1946, Frederick R. MacLaughlin walked out on what he calls "the springboard of my desire" and established the MacLaughlin Advertising Agency. Today the Buffalo firm, a comparative newcomer to the field, services more than 300 accounts.

In that period, and during his earlier business life, Fred has rounded out a philosophy on radio which states, in part, that the medium has become "a matter of fact in our daily lives—just like the sun for that matter, but what would we do without either one."

Plans are now underway to enlarge the agency's radio department this fall and winter. Fred only recently completed contracts for programs on WUSJ Lockport, N. Y., WHLD Niagara Falls and WBTA Batavia—the latter outlet, his "alma mater." The Perry Ice Cream Co. Inc. of Buffalo and Akron, N. Y., consistently uses radio through the agency and has started its second series of 100 five-minute programs on WBTA.

After spending his early years in and around Michigan, Fred put in three years—1915-17—in the U. S. Army and after that journeyed to Texas during the peak of the Burkburnett oil boom. He next went to Florida for a period, and then to New York City, before locating in Batavia, his present home address.

In 1940-41 Fred was business and promotional manager of the Batavia Baseball Club, a member of the Pony League-Class D circuit. It was while serving in this capacity that he became interested in radio—particularly advertising—and joined the staff of WBTA.

FRED

With the advent of World War II, it became evident that with merchants' stocks being steadily depleted, the effort to obtain radio sales contracts was daily becoming greater. Fred had first hand knowledge of this and armed with the knowledge, used it to good stead in his next position, association with a group of sports-minded promoters.

Tiring of the considerable traveling involved in this work, Fred decided to go into the business he had desired for a long time—advertising.

He points to rugged days during the agency's early months. His daylight hours were used in calling on prospective clients and the "candlelight" hours at his home

(Continued on page 18)

beat

have been with firm since 1929.

JAMES E. SCHWENCK and **RICHARD PORTER** named vice presidents Schwab & Beatty, N. Y. Both have been with agency since 1930.

WILLIAM C. MATTHEWS, Foote, Cone & Belding, N. Y., to Abbott Kimball Co., same city, as account executive.

PAUL K. BROWN, Young & Rubicam, N. Y., to Leonard E. Sturtz Assoc. Inc., same city, as account executive.

STANLEY M. CARLSON, Foote, Cone & Belding, S. F., to California Dried Fruit Research Institute to direct field merchandising on forthcoming dried fruit sales promotion campaign.

BENNETT MOODIE, copy chief Geare-Marston Inc., Phila., to Geyer, Newell & Ganger, N. Y., copy department.

JOSEPH G. STANDARD Jr., account executive with many Detroit agencies, to Kenyon & Eckhardt, Detroit, as general assistant to **DON MILLER**, vice president in charge of that office.

HARRY L. MERRICK, vice president Kal, Ehrlick & Merrick Adv., Washington, presented scroll to Vice President Alben Barkley on behalf of Kiwanis Club, Owensboro, Ky.

DONALD MacRAE, manager Bombay office Grant Adv., to merchandising and promotion manager Doyne Adv., Nashville.

BROOKE CLYDE, editorial staff *San Francisco News*, to Paul & Paul, S. F., as partner.

JEROME F. SEEHOF, vice president and copy chief Dancer-Fitzgerald-Sample, N. Y., to Biow Co., N. Y., as copy supervisor.

RICHARD J. M. KING, sales staff CJOB Winnipeg, to radio department Stewart-Bowman-Macpherson, Winnipeg.

CALKINS & HOLDEN, CARLOCK, McCLINTON & SMITH Inc. announces plans to open S. F. office.

YACHT on the Ohio River was the scene of an informal sales and advertising session to plan strategy for fall broadcasts of the U. of Cincinnati football games on WKRC Cincinnati. Station, agency and advertising executives on board were (l to r—clockwise): Joe Effinger, factory representative, General Electric Corp., which will sponsor games; Paul Shumate, WKRC program director; Jack Taylor, sales manager, radio-TV division, and H. Ray Warrell, promotion manager, GE Supply Corp.; Robert Acomb, Acomb Advertising Agency; Hubbard Wood, WKRC sales executive; Dick Bray, sportscaster who will describe games, and his nephew, Jerry. Confab took place on Mr. Bray's yacht.

ON THE
WASHINGTON SCREEN

Two GREAT afternoon shows on WMAL-TV beginning Oct. 16 . . .

"Hollywood Matinee"

Monday thru Friday — 2 to 3 PM

A full-length feature film each afternoon for the housewife, offering suspense, thrilling love stories, delightful comedy, tuneful musicals. One minute participations available to advertisers between the "acts." The same show—the same films—that have proved a sensation in afternoon programming in other major markets!

Plus

"The Modern Woman"

Ruth Crane

—a smart, highly viewable half hour for the housewife. Tips on how to save money, time, work and worry . . . demonstrations of latest techniques in homemaking, new devices, fashion, top personalities in current affairs. **Advertisers' products to be completely demonstrated** by one of tv's most successful sales personalities—Ruth Crane, assisted by popular Jackson Weaver.

Monday thru Friday — 3 to 3:30 PM

Call ABC Spot Sales for availabilities

WMAL **WMAL-TV** WMAL-FM

THE EVENING STAR STATIONS

WASHINGTON, D. C.

open mike

'Outstanding Job'

EDITOR, BROADCASTING:

Congratulations to you and your fine organization for the outstanding job you are doing in keeping the advertisers, agencies and broadcasters informed as to the latest in broadcasting and television.

Rudi N. Neubauer
NBC Chicago

* * *

Corrects Date

EDITOR, BROADCASTING:

In your excellent sketch of Sam Digges [On All Accounts, BROADCASTING, Sept. 4, 1950] you state that "In April 1949. . . . CBS Radio Sales set up a separate TV department in New York . . ."

We've been in business longer than that. The department was established Aug. 2, 1948 . . .

George R. Dunham Jr.
CBS Radio Sales
New York

Cites Public Benefit

EDITOR, BROADCASTING:

. . . It has been stated that the FCC renders service for the benefit of special interests and not the general public.

Let us take a look at some of the other government agencies and see just how much the general public benefits and extent which special interests benefit. A large proportion of our tax dollar goes for river and harbor improvements, which in many cases benefit only a few commercial ship concerns or fisheries. Farm subsidies protect special interest groups and keeps prices high for taxpayers. . . . Newspaper publishers can mail their newspapers post free in the county in which they are located. . . .

A good deal of taxpayer's money is being spent by the CAA for the service it renders to commercial airlines and private flyers. . . .

I wish some one would show me the government agency where the taxpayer is getting more for his money considering the very small part of the taxpayer's dollar going to the FCC and the hours of free radio entertainment he is receiving in return. . . .

It is my opinion that this proposed fee system is the first step to government operated radio stations patterned after England.

Radio broadcasters have a very powerful political weapon, don't let a bunch of politicians tack any more control on you than you already have. . . .

Homer M. Haines
Chief Engineer
WNAE Warren, Pa.

* * *

Hits 'Gypo Deals'

EDITOR, BROADCASTING:

It is high time the broadcasting industry . . . put a stop to the ever-increasing GD's (gypo-deals) that are now trying to move into the legitimate advertising market.

I speak of a recent stinging letter I received from a manufacturer of a new "overnight" brand of home permanent . . .

This company signed for 104 announcements. The first 52 were on a commission basis of 15% of dealer orders in our primary area. The second block of 52, to begin Sept. 6, was on a published rate basis. However, on Sept. 5 we received a registered letter from this company expressing their "regrets" that it was necessary to cancel this order. We have not even received our payments of commission on the first 52.

Don't do as I did—learn the hard way . . . please . . . be warned. . . .

I'll stick with my local businessman and the agency whose cash is real—not imaginary.

Ted A. Smith
Station Manager
KWRC Pendleton, Ore.

* * *

It's No Joke

EDITOR, BROADCASTING:

In your remarks about the shoemaker sticking to his last [Awfrey Quincy, Sept. 11], you make what you probably consider a facetious suggestion about "announcers between standbys . . . wash windows, sweep floors, empty ashtrays, and incidentally, learn about nouns, verbs, tenses, syntax, etc."

You think maybe we don't sweep floors, etc.? You should see some of the stations where I've announced!

Robert M. Brown
601 Chapman St.
Madison, Wis.

* * *

Copywriters 'Important'

EDITOR, BROADCASTING:

Congratulations upon the excellent articles you have published recently concerning the Schwerin report and similar studies. I have been waiting hopefully for some one to carry them to the obvious conclusion—emphasizing the impor-

(Continued on page 18)

Let WIBW
MEND YOUR
SALES FENCES

CLEAR ACROSS
KANSAS

If your sales are slipping or competition's getting tough, you need the sales help that only WIBW can give you.

WIBW is the state's No. 1 *farm* salesman. It's the station most listened to by farm families*—the folks who raised *over a billion dollars* worth of farm products last year.** So if you want to strengthen your sales fences or build new ones—WIBW is the one medium with the "pull" to do the job best.

* *Kansas Radio Audience '50*

** *Sales management '50*

W I B W

SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM

CBS

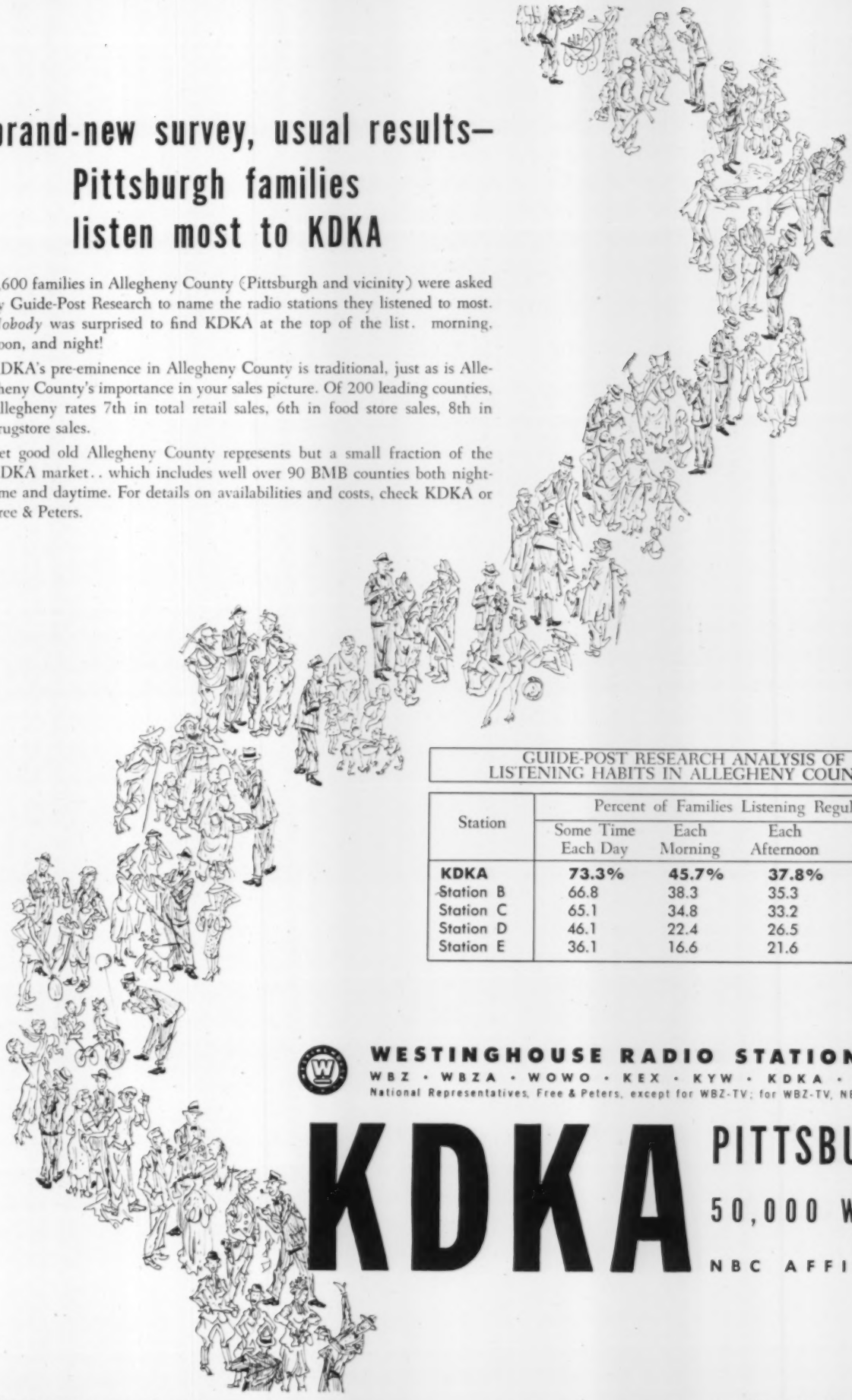
Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

brand-new survey, usual results— Pittsburgh families listen most to KDKA

1,600 families in Allegheny County (Pittsburgh and vicinity) were asked by Guide-Post Research to name the radio stations they listened to most. *Nobody* was surprised to find KDKA at the top of the list. morning, noon, and night!

KDKA's pre-eminence in Allegheny County is traditional, just as is Allegheny County's importance in your sales picture. Of 200 leading counties, Allegheny rates 7th in total retail sales, 6th in food store sales, 8th in drugstore sales.

Yet good old Allegheny County represents but a small fraction of the KDKA market.. which includes well over 90 BMB counties both nighttime and daytime. For details on availabilities and costs, check KDKA or Free & Peters.



GUIDE-POST RESEARCH ANALYSIS OF LISTENING HABITS IN ALLEGHENY COUNTY

Station	Percent of Families Listening Regularly			
	Some Time Each Day	Each Morning	Each Afternoon	Each Evening
KDKA	**73.3%**	**45.7%**	**37.8%**	**61.1%**
Station B	66.8	38.3	35.3	46.2
Station C	65.1	34.8	33.2	45.6
Station D	46.1	22.4	26.5	28.5
Station E	36.1	16.6	21.6	21.8

WESTINGHOUSE RADIO STATIONS Inc

WBZ · WBZA · WOWO · KEX · KYW · KDKA · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

KDKA PITTSBURGH

50,000 WATTS

NBC AFFILIATE

Setting New Records in New Orleans!

Spot and Segment Participation Available!

Top Twenty at 1280

with DON HOWELL

• It's the "hit parade" of New Orleans . . . two solid, afternoon hours of the most popular tunes in New Orleans (determined by actual local surveys). It's designed to knock housewives into the nearest easy-chair and hit husbands as they enter the front door . . . and it does both!

• Write, wire or phone your JOHN BLAIR Man!

AM TV FM WDSU NEW ORLEANS

new business

MORTON SALT Co. (meat curing and trace mineralized salts), Chicago, to sponsor half-hour weekly variety show on 30 high-powered rural stations starting at end of October. Agency: Klau-Van Pietersom-Dunlap Assoc., Milwaukee, developing show now.

PAUL F. BEICH Co. (Whiz candy bar), Bloomington, Ill., to use AM and TV spots in 17 markets. Additional expansion planned if campaign successful. Agency: The Biddle Co., Bloomington.

MILLER BREWING Co., Milwaukee, airing full schedule Green Bay Packers football team on 20-station hookup in Wisconsin and upper Michigan. Spots used for promotion. Agency: Mathisson & Assoc., same city.

CEDAR-CREST Shoe Corp., Nashville, extends *Cedar-Crest Jamboree*, originating at WSM Nashville, to stations in Texas, Arkansas and Iowa. Agency: Noble-Dury & Assoc., same city.

ZENITH-GODLEY, N. Y. (distributor Cremoland 93 Score table butter, 3-minute eggs and other dairy products), named Needham & Grohmann Inc., N. Y. Use of spot radio-TV in Middle Atlantic markets probable.

PARK & TILFORD (Tintex), N. Y., to use spot announcement campaign starting Sept. 25 in few selected markets. Contracts for 7 to 10 weeks. Agency: Storm & Klein Inc., N. Y.

FELT & TARRANT Mfg. Co., Chicago (comptometer adding and calculating machines), names Fitzmorris & Miller, same city, to direct television advertising for Felt & Tarrant owned-and-operated comptometer schools. TV film spots will be used nationally in cities where schools are operated.

Network Accounts . . .

NORTHWESTERN BIBLE SCHOOLS, Minneapolis, will sponsor Dr. Billy Graham in half-hour religious program over ABC, Sun., 2:30 p.m., beginning Nov. 5. Agency: Walter F. Bennett & Co., Chicago.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. Camel cigarettes), starts *Frank Goss News* Tues., Thurs., Sat., 5:45-5:55 p.m., PDT, on 14 CBS Pacific stations. Contract for 15 weeks. Agency: Wm. Esty Co., N. Y.

KRAFT FOODS Co., Chicago (Parkway Margarine and other products), renews *The Great Gildersleeve* on NBC for 52 weeks through Aug. 26, 1951. Show, aired Wed., 9:30-10 p.m., CT, has been sponsored by Kraft since it took the air in 1941. Agency: Needham, Louis & Brorby, Chicago.

STANDARD OIL Co. of Calif., S. F., renews for 52 weeks *Let George Do It*, Mon., 8-8:30 p.m., PDST, on full Don Lee network of 48 stations and 10 MBS Intermountain Network stations. Agency: BBDO, S. F.

ROBIN HOOD FLOUR MILLS, Toronto (flour), starts for 39 weeks *Robin Hood Musical Kitchen* on 35 Trans-Canada network stations, Mon., Wed., Fri., 1:45-2 p.m. Agency: Young & Rubicam, Toronto.

KROGER Co. (grocery and meat products), Cincinnati, sponsors *Alan Young Show*, CBS-TV, Thurs., 9-9:30 p.m. Agency: Ralph H. Jones Co., same city.

LUTHERAN LAYMEN'S LEAGUE renews for 52 weeks *The Lutheran Hour*, over ABC. Agency: Gotham Adv., N. Y.

Adpeople . . .

J. N. COOKE, divisional vice president Sterling Drug Inc., N. Y., to marketing coordinator and chairman of marketing committee.

In San Francisco

He always goes over

And when KCBS' Carroll Hansen carries your product, *you* score too. Because the Pulse of San Francisco* shows that, month after month, Hansen is far and away the most listened-to sportscaster in the Bay Area. (And he's equally popular with sponsors!)

No wonder he goes over big. He tops off 18 years' experience as sportscaster-newsman with the cream of the Coast's sports assignments: play-by-play of the leading football games... Rose Bowl color and commentary... the Citation vs. Noor Handicap and many others.

Huddle with Hansen and you'll get the biggest rooting section in Northern California. Just call us or Radio Sales for information. (But hurry... he's practically sold out!)

KCBS • *now 5,000 watts—soon 50,000 watts*

Columbia's Key to the Golden Gate

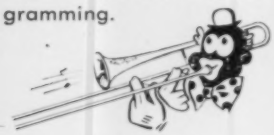
Represented by Radio Sales

January-June 1950: "Looking 'Em Over," Monday through Friday, 10:15 to 10:30 p.m.

DIXIE BEAT

This unique program availability is a happy thing—take it from WRC listeners. "DIXIE BEAT" can be **your** selling force in Washington.

Tailored musically and script-wise for a loyal "Dixie Land" audience, you'll find "The Dixie Beat" is more than another news show. It's backed by strong promotion, and sound late-evening programming.



"Mac" McGarry's deft style at the mike is a new selling force all its own . . . augmented by the disks of all the great names in Dixieland music.

This Monday through Friday strip can lay down a solid selling tempo, too . . . ask WRC or National Spot Sales.

MONDAY THRU FRIDAY
11:30-11:45 PM

IN THE NATION'S CAPITAL YOUR BEST BUY IS

FIRST in WASHINGTON
WRC NBC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

feature of the week

Newly constructed WTAR radio-TV center.

* * *

A MODERN, million-dollar radio and television center now graces the city of Norfolk, Va. The building's formal dedication Sept. 20 will set a high mark in operations of WTAR-AM-FM-TV, licensed to WTAR Radio Corp., of which Campbell Arnoux is president and general manager.

Under construction for nearly two years, the structure, located at 720 Boush St., houses all radio and television facilities, including studios, transmitters and offices of the *Virginian-Pilot Ledger-Dispatch* stations. A round-robin schedule of events will be held dedication week, which starts today (Monday).

First day of the week is set aside for dealers and distributors, employes of Norfolk Newspapers Inc. and chief engineers and radio program managers. Inspection of the building and cocktail parties will be held throughout the week. WTAR staff members will be special guests Tuesday.

Wednesday's gala ceremony to be attended by 170 notables will feature laying of the cornerstone,

(Continued on page 73)

strictly business

IT IS my opinion that successful campaigns rarely are the accomplishment of an individual." Such modesty is characteristic of R. Stewart Boyd, advertising manager, National Biscuit Co. Nevertheless, he is the man behind that very successful radio program *Straight Arrow*.

The program is aimed at the child audience, an audience capable of a terrific product loyalty if it is properly handled, according to Mr. Boyd. That *Straight Arrow* is hitting home is borne out by the fact that it is heard on some 300 stations over the MBS network. Sponsored nationally by the National Biscuit Co., the program began in February 1949.

Stew Boyd was born in New York City, May 17, 1908. He probably derives his canny business instincts from the strict upbringing of his Scotch family. He attended Morristown School and later Wesleyan U. at Middletown, Conn. His first job was as a mill hand with the United Piece Dye Works, Lodi, N. J. He was promoted to a dye machine attendant, only after attentive listening to many solos, at the home of his boss.

In 1935 he joined the ranks of General Foods in Cleveland, Ohio, as a salesman, and later transferred to Mansfield, Ohio, as district representative. Mr. Boyd stayed with the company until 1942. At that time he was in Syracuse, N. Y. He left General Foods to go to WSYR Syracuse as promotion manager. 1944 saw him back in New York City as merchandising executive for Young & Rubicam. His stint with Y&R was followed by two years, '46 and '47, at Lennen & Mitchell, New York, as account executive.

Mr. Boyd considers his present position a piece of "good fortune." He joined National Biscuit Co. in June 1947 as assistant advertising manager.

The Boyds—he is married to the

(Continued on page 82)

Mr. BOYD

IF YOU WANT N. B. C.
(Affiliate)
WITH A *TERRIFIC*

Best Money Buy

THEN BUY

WBRE

Wilkes-Barre, Pa.

WBRE is the first Station in Pennsylvania's Third Largest Market Area (Wyoming Valley) and nighttime is first station in northeastern Pennsylvania!

Write or Call Collect for Details

XUM

RESPONSE-ABLE! A WGAR-produced live polka program, "Polka Champs", brought an avalanche of 27,548 pieces of mail in a two-week period! That's proof of WGAR's popularity and pulling power! And 70% of these were official ballots picked up at dealers'. That's WGAR *selling power!*

EXCHANGING IDEAS with dealers. Through direct mail and personal calls on outlets, WGAR advises dealers of advertising campaigns on station, and recommends tie-ins, displays and selling methods to get greatest value from air schedule. And sales ring true with such follow through!

in Northern Ohio..

WGAR

the SPOT for SPOT RADIO

Write for our "Six Billion Dollar Picture".

A WGAR SPONSOR. The famous brother team of the Clark Restaurant Company, Mr. A. Y. Clark (left) and Mr. R. D. Clark (right) with Glenn Gilbert (AE) of WGAR. Since 1896, their 15 restaurants in Cleveland, Akron and Erie, have grown so popular that they now serve ten million guests a year! Convinced that "today's children are tomorrow's customers", they have sponsored WGAR-produced "Fairytale Theatre" for over two years.

NOW AVAILABLE... a dinner hour sports round-up in a sports-minded town. Paul Wilcox, WGAR sportscaster, brings to Cleveland and Northern Ohio listeners the scores and sports returns of the day at 6:15 PM. If you want to score saleswise, ask for more information about Paul Wilcox and WGAR.

RADIO . . . *AMERICA'S GREATEST ADVERTISING MEDIUM*

WGAR . . . Cleveland . . . 50,000 watts . . . CBS • Represented Nationally by Edward Petry & Company

Advertisement

From where I sit *by* Joe Marsh

Here's An "Expert" Example!

When our Main Street parking problem cropped up again, we announced a strict one-hour parking policy, and swore in extra deputies to enforce it.

We also sent over to the State Capitol for a traffic expert, to give us pointers. He turned out to be real helpful—spent a whole afternoon with us talking about zoning and such. And when he left the building he found a ticket on his car for overtime parking!

Could have gotten sore, I guess—or asked us to "fix" the ticket. But instead, he insisted on going over to the Sheriff's Office and paying his fine.

From where I sit, it's good to know people, like that young fellow, who refuse to be treated any different than anyone else. City people and farmers—those of us who prefer cider and those who'd rather have a cool glass of temperate beer—we're all entitled to the same privileges. That is, so long as what we do doesn't conflict with the law of the land.

Joe Marsh

Copyright, 1950, United States Brewers Foundation

WOR News Survey

ACCORDING to a Pulse survey made for WOR New York, at least 95% of New York men and women tune their dials to one news broadcast a day, with 81% hearing two or more. Fifty-five per cent listen to three or more newscasts and 34% to four or more. Study also shows that New Yorkers are listening to more news programs now than two years ago, since percentage of those hearing four or more news programs jumped from 29.1% in 1948 (similar study) to 34.0% in 1950.

Open Mike

(Continued from page 12)

tance of the copywriter. But so far the wait has been in vain. . . .

The specific points I . . . put forth are:

(1) The necessity for a greater realization of the importance of the copywriter.

(2) The immediate and long-range corrective measures which can be taken to improve quality of writing and writers.

During the time I have spent in radio administration, I have processed hundreds of applicants, most of whom claimed to be copywriters. The general lack of qualifications in this field has been mirrored by the inadequate training offered by some of the leading radio schools which have advised me of their study courses. . . .

William A. Vaughn
Program Director
WDYK Cumberland, Md.

* * *

Hits Phone Surveys

EDITOR, BROADCASTING:

. . . Here at WHYU we have a large and loyal listening audience. . . . Only a small percentage of homes in this audience have telephones. Only a small percentage of those who do have telephones are polled in telephone surveys.

Yet our competitors . . . utilize the results of such highly inaccurate surveys to misrepresent our product customers. . . . I believe we have legal recourse against such misrepresentation when it so violently endangers our existence here at WHYU.

. . . I propose to proceed against the promulgators of such surveys and against those who utilize them to misinform the American businessman in the following ways:

By obtaining injunctions in the local courts against dissemination of such tacit or open misrepresentation;

To ask the Federal Trade Commission whether this is in violation;

To ask the FCC whether it is in accordance with the spirit of the regulations;

To determine whether the Dept. of Justice finds such practices within their jurisdiction.

. . . I do . . . believe any s type survey made in accorda with usual past practices, to mathematically invalid, basic inconclusive, and innately erro ous. I therefore wish the practice using the results of such surv to mislead the non-radio busine man and potential advertiser continued. . . .

I do *not*, repeat *not*, use the t phone survey results in selling r time.

Frederic F. Clair
Station Manager
WHYU Newport News,

* * *

Pamela's Mike Fright

EDITOR, BROADCASTING:

. . . We think it's a cute pict Hope you agree.

The tearful young lady is year-old Pamela Rae Meyers McKeesport, Pa. Pamela was at 8:10 a.m. on Aug. 1, 1946— same day WEDO began broadc ing on 810 kc. In observance their common birthdays, Pam visited the WEDO studios on A

1 (this year) for an interview but alas and alack, she suffere common affliction, "mike frigh and instead of words, nothing ca out but tears. Pamela got t birthday gift from WEDO anyt . . . then went home where a bir day party awaited her.

Robert E. Badger
Station Manager
WEDO McKeesport, Pa.

On All Accounts

(Continued from page 10)

preparing radio programs to submitted to the prospective cli tele gradually being developed.

Even nowadays, due to a l of trained personnel, Fred Ma Laughlin finds it necessary handle all contacts with adve tisers.

Although business takes t lion's share of his time, Fred d have occasional opportunities see a baseball or hockey game. a hobby, he studies bird life.

He belongs to Ismailia Shrin A. A. O. N. M. S. of Buffalo, a in Batavia, 40 miles away, whe he and Mrs. MacLaughlin resid he is a member of Rotary and t American Legion.

XUM

Keeping America Strong is Everybody's Job

With men dying in battle, it's time to get tough with ourselves!

We must pay for the defense of freedom... and we must stay strong at home as well.

This two-front job makes it *more important now than ever to protect the dollar's buying power . . . to fight the forces of inflation, the enemy's Sixth Column . . . to make sure our soldiers get everything they need.*

To do it calls for tough minds, tough decisions, and tight belts

1. We're up against the fact that piling arms production on top of civilian production calls for billions of added dollars. For this we need a sound economy, and we can't have a sound economy without a strong dollar.

2. We must decide to do away with things that are luxuries in the light of today's needs—The luxury of taking it easy . . . of spending freely . . . of letting Government do *for* us what we can do for ourselves or do without . . . of living with the Government Budget far out of balance.

3. Beyond this, we must recognize that *saving is more important than ever.* Greater saving is vital in many ways: It makes funds available for new tools and factories . . . for the increased production America must have. It takes "extra money" out of circulation, keeps inflation from weakening the nation's buying power, protects the value of your present personal savings.

Let's always remember: There are two essentials to winning a war. One is victory in the field. The other is making sure our economy is not being bled to death.

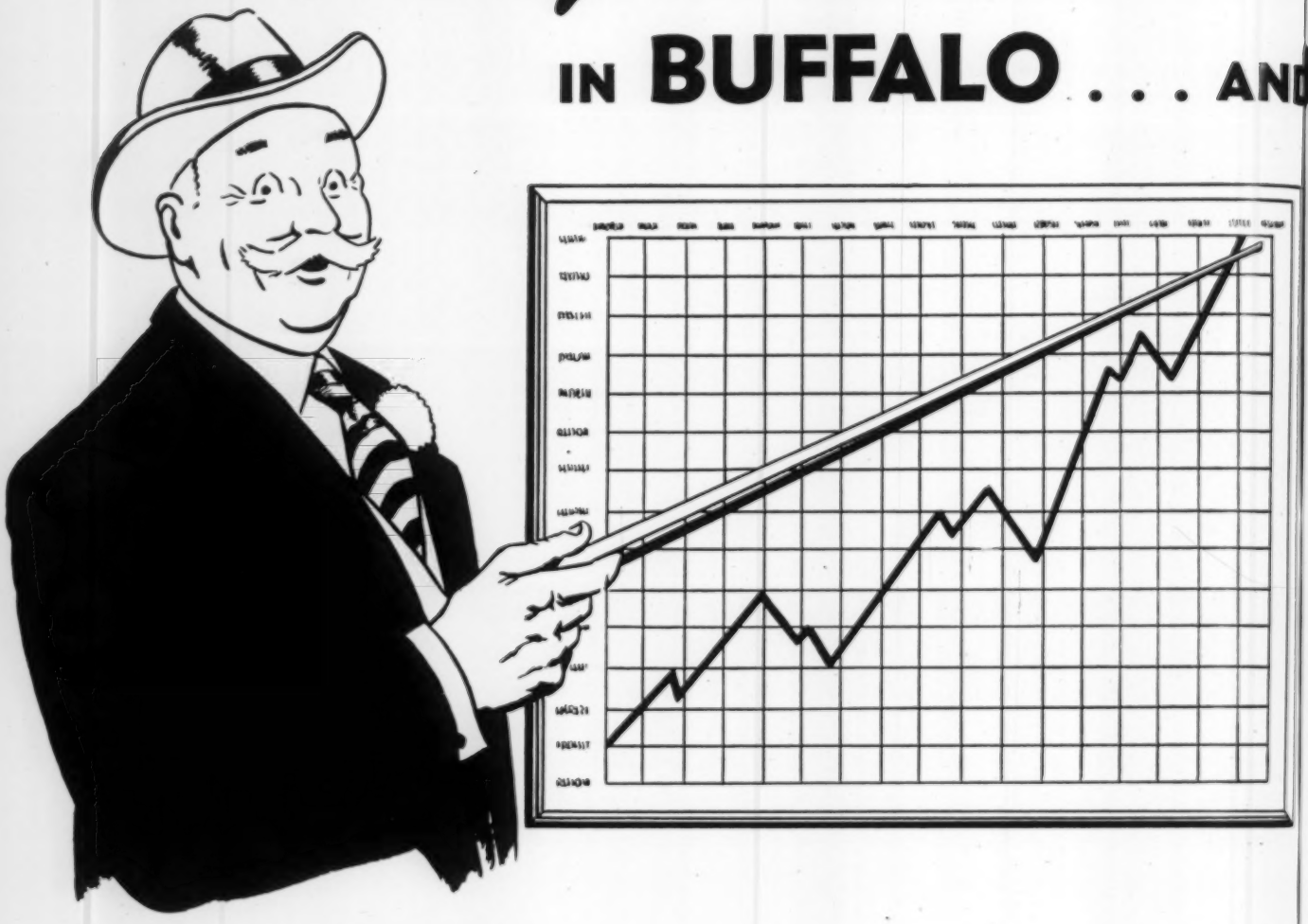
* * *

The life insurance companies bring you this message because of its importance to all Americans.

Institute of Life Insurance
488 MADISON AVENUE, NEW YORK 22, N. Y.

How Are Your Sales

IN BUFFALO . . . AND A



Do you have tougher competition and harder going in some markets than in others? Of course you do—and of course Spot Radio can be your answer.

If you're eager to increase your volume in any of the markets at the right, let us see what sales tonic we can compound for you. You might just possibly be amazed!

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

XUM

AND AVENPORT . . . AND DENVER?

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
. . . . .			
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	ABC	10,000
WISH	Indianapolis	ABC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
. . . . .			
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

XUM

W-I-T-H AGAIN 1ST IN RADIO AUDIENCE*

RATES FOR 125 WORD SPOT ANNOUNCEMENT, CLASS A, ONE TIME:

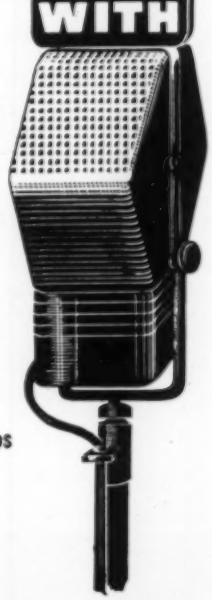
WITH 23.8 ----- $16

STATION **A** 23.6 (NETWORK) -------- $55

STATION **B** 21.4 (NETWORK) ---------- $50

STATION **C** 15.5 (NETWORK) ---------- $70

STATION **D** 9.6 (NETWORK) ---------- $30



COMPARE! COMPARE! COMPARE!

W-I-T-H, the BIG independent in Baltimore, had a BIGGER audience than any other station in town, including all four network stations! At W-I-T-H's low, *low* rates—what a bargain!

For full details, call your Headley-Reed man today.

*HOOPER RADIO AUDIENCE INDEX, JUNE-JULY 1950; TOTAL RATED TIME PERIODS

CELANESE CORP.

Fall Promotion Is Launched

FALL promotion series of the Celanese Corp. of America was launched on Sept. 10 with one-minute television spots running on 25 stations in 14 markets.

Spots will run for 13 weeks, five times weekly in each market except New York, which will have seven weekly showings. Essentially a merchandising effort, the spots allow time and space for insertion by a retail store outlet in each city. Films also are available to stores free of charge for additional showing on their own time. The producers of the films have developed a method which combines fashion and art work and cut-outs with live action to illustrate the use of Celanese fabrics in important new styles for women.

The series was produced under the direction of Albert S. Dempewolff, advertising manager of Celanese, with Hal James, radio and television director of Ellington & Co., the company's advertising agency, through the facilities of Wilbur Streech Productions.

ELDERLY DANCERS

Couple on McNeill Show

WHEN Don McNeill was preparing his first *Don McNeill Television Show*, telecast from Chicago last Wednesday, he remembered an elderly couple which had appeared with him on an inaugural telecast from WDSU-TV New Orleans in 1948.

The couple, Mr. and Mrs. Gillis A. Daigle of New Orleans, so impressed Mr. McNeill with their dancing on the show that he decided to try to obtain them for the Chicago inaugural.

With the help of Jim Bennett, producer of ABC's *Breakfast Club;* Edgar Stern Jr., managing partner of WDSU-AM-FM-TV, and Stanley Holiday, WDSU program director, the couple (he's 73, she's 70) were located after a citywide search and were invited to go to Chicago expense-paid to appear on the program.

film report

SIDNEY SKOLSKY, syndicated newspaper columnist, signed by **TEEVEE Co.,** Hollywood, to star in 26 quarter-hour open-end TV film series *Hollywood Beat.* Marc Frederic is in charge of production, slated to start in late October. Series set for release on 17 stations . . . **Norbert Brodin,** former MGM cameraman, joins **Filmcraft Productions Inc.,** Hollywood, on Groucho Marx TV show.

* * *

Jerry Fairbanks Productions, Hollywood, doing new series of one-minute and 30-second TV spots for **Oldsmobile Div. of General Motors Corp.,** through **D. P. Brother & Co.,** Detroit; four live action TV spots for **Southwest Airways,** Los Angeles, through **J. Walter Thompson Co.,** that city; four spots for **Wine Growers Guild,** Lodi, Calif. (Guild wine), agency **Honig-Cooper,** San Francisco; six spots for **Adam Scheidt Brewing Co.,** Norristown, Pa. (Rams Head Pale Ale), agency, **Ward Wheelock Co.,** Philadelphia.

Norval Crutcher Jr., formerly with Allscope Pictures, Hollywood, joins Jerry Fairbanks Productions, in charge of film distribution, succeeding **Hamilton Warren.** . . . **B. B. Robinson,** investment banker, made vice president **John Sutherland Productions,** Hollywood, with 20% interest in firm. Mr. Robinson will supervise expansion of television productions. . . . **Eddie Bracken Productions,** Hollywood, is West Coast representative for **Television Features,** New York.

* * *

Crawford-Parmenter Productions, Hollywood, specializing in TV commercials and training films, has been organized by **Ned Crawford** and **Frank Parmenter** at 9172 Sunset Blvd. Firm has completed 30 minute TV pilot film, "Prowl Car," semi-documentary, made in cooperation with Los Angeles Police Department. Packaged by **William Brighton** for **Manning O'Connor Agency,** film was produced by **Bill Bacher** and narration by **Bob Purcell.**

Filmed stories from KTTV Hollywood TV newsreel correspondent **Charles de Soria** in Korea being telecast on seven stations, **KRON-TV** San Francisco, **WGN-TV** Chicago, **WFIL-TV** Philadelphia, **WMAR-TV** Baltimore, **WBAP-TV** Fort Worth, **WKY-TV** Oklahoma City and **KRLD-TV** Dallas.

Allen-Moore Productions, Hollywood, appoints **Paul Kohner Agency,** same city, as agent for *How To Do,* 10-minute TV film hobby series, seven of which are now completed. Same agency under direction of **Walter Klinger,** packaging "The Dream Workshop," TV operetta. . . . **Marion Parsonnet, Edward Lewis** and **Herman Webber,** recently organized **Palisades Productions Inc.,** with headquarters at General Service Studios, 1040 N. Las Palmas Ave., Hollywood. With budget of $100,000, group completed initial series of 13 half-hour films "A Hollywood Affair." Starred are Lee J. Cobb and Adele Jergens.

G. R. GARRISON

Directs Michigan U. TV

APPOINTMENT of Garnet R. Garrison as director of U. of Michigan's television activities has been announced. Prof. Garrison also continues as professor of speech in charge of radio broadcasting and TV instruction. As director of television, he will coordinate joint Michigan-WWJ-TV Detroit adult education telecasts [TELECASTING, Aug. 7].

Prof. Garrison is co-author of *Radio and Television: An Introduction,* which is being published this month by Appleton-Century Crofts Inc. His writing partner on the book, designed for college use, is Prof. Giraud Chester of Queens.

WMAR-TV to Fair

WMAR-TV Baltimore, the *Sunpapers* TV outlet, transfered all of its studio activities to the Maryland State Fair at Timonium, Md., Aug. 30. The project required erection of a special tent on the Midway to house television studio and benches for a continuous audience drawn from thousands who throng the fairgrounds. In addition to its three-hour *Sports Parade,* WMAR-TV covers agricultural exhibits, livestock judging, horse races and 4-H Club programs.

RKO THEATRES

TV Installation Planned

FIRST of a series of theatre television installations at key RKO theatres is planned for RKO Fordham in the Bronx, N. Y., it was announced last week by Sol A. Schwartz, executive vice president and general manager of RKO Theatres Inc., and W. W. Watts, vice president in charge of the RCA Engineering Products Dept.

Installation of a complete RCA instantaneous direct-projection theatre TV system at Fordham will begin within a few weeks under direction of Charles S. Horstman, RKO supervisor of sound and projection. Mounted in the front of the balcony, the projector will provide a throw of 67 feet and a theatre-screen-size image.

Indicating that this is the first of a series of such installations in key RKO theatres, Mr. Schwartz said he believed that "the day is not too far off when the theatre and television will join forces for their mutual benefit. RKO theatres will keep right in step with the trend."

Barton Kreuzer, RCA manager of theatre, visual and sound products, negotiated the contract for the Fordham installation with Mr. Schwartz.

"SHIELD of Merit" plaque presented *Children Should Be Heard,* KFI-TV Los Angeles, by southern section, California Teachers' Assn.

NORTH CAROLINA
OFFERS MORE
POPULATION
4,051,740
10th in the Nation
(1950 U. S. Census)
THAN ANY OF THE 12 STATES
IN THE RICH GROWING
SOUTHEASTERN MARKET

Here in one state is an economy soundly balanced between agriculture and industry—a market with more people with more money to spend on their unfulfilled needs than ever before. 44 daily and 156 weekly newspapers, 85 radio stations and 2 television stations blanket this market of over 4 million people, with money to spend.

NORTH CAROLINA
Department of Conservation and Development, Raleigh

MEMBERS of the board of directors of the West Virginia Broadcasters Assn. attending the organization's fall meeting at Greenbrier Hotel, White Sulphur Springs, W. Va., Sept. 3, are (l to r): Joe L. Smith Jr., WJLS Beckley; Melvin Barnette, WLOH Princeton; Marshall Rosene, WSAZ Huntington; Alice Shein, association secretary; George H. Clinton, WPAR Parkersburg, association president; William Rine, WWVA Wheeling, and George Gray, WKNQ Charleston.

W. VA. MEET

News, Station Operation Among Topics Studied

THE BATTLE in Korea is giving news an interest that it hasn't experienced since World War II, Oliver Gramling, assistant general manager of the Associated Press, told West Virginia Broadcasters Assn. members, who met at White Sulphur Springs, W. Va., earlier this month.

This "compelling interest," as described by Mr. Gramling, was pointed up as instrumental in radio's resurgence in the media scene.

Some 30 broadcasters attended the business session at which Marshall Rosene, WSAZ-TV Huntington manager, discussed the method of bookkeeping and type of organization that went into the setting up of the Mountain State's only television outlet.

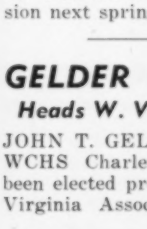
The broadcasters named a committee to report on sports broadcasting in the state. Appointed co-chairmen were William Rine, WWVA Wheeling manager, and George Gray, WKNA Charleston manager. Members designated to serve on the committee were Paul White, WEIR Weirton, and Mel Barnette, WLOH Princeton. Other members will be added.

At the Sept. 3 meeting, it was agreed that Huntington would be the site for the association's session next spring.

GELDER NAMED

Heads W. Va. AP Radio Unit

JOHN T. GELDER Jr., manager, WCHS Charleston, W. Va., has been elected president of the West Virginia Associated Press Radio Assn. He succeeded George H. Clinton, WPAR Parkersburg manager who was elected to one of three vice presidencies.



Mr. Gelder

Re-elected as vice presidents at the group's summer meeting at the Greenbrier Hotel, held Sept. 2 preceding the opening of the annual meeting of the West Virginia Broadcasters Assn. (see story this page), were Pat Flanagan, WHIS Bluefield, and J. Patrick Beacom WVVW Fairmont. Joe L. Smith Jr., WKNA Charleston, was elected treasurer and Richard K. Boyd, AP correspondent at Huntington, was named secretary.

A discussion of news coverage in West Virginia and its adjoining areas was led by Fred Zimmerman, WBLK Clarksburg, and Phil Vogel, WGKV Charleston. Association members were entertained at a cocktail party.

SIREN BAN

N. Y. Law Affects Radio-TV

PROHIBITION of the use of sirens in New York under a state civil defense law effective last week will extend to network as well as local programming, BROADCASTING has learned. Henceforth if a siren is heard in New York it will mean an air raid is expected.

Siren noise will be eliminated from all network shows, irrespective of the fact that most other areas have no such ban. It was announced that Milton Berle's *Texaco Star Theatre* over NBC-TV will substitute a fire bell for the siren used in the past to open and close the program.

DECCA RECORDS Inc. declares regular quarterly dividend of 12½ cents per share on capital stock, payable Sept. 29 to stockholders of record Sept. 18.

WAVE SURVEY

Radio Strength Revealed

RECENT attempts to reduce AM time rates, on the grounds that radio's pull is weakening, have been counterattacked in a survey by WAVE Louisville, which shows that the medium is still on the upgrade. The survey is representative of 85% of the city's population.

WAVE has learned that multiple radio homes in Louisville far exceed the highest previous estimates, showing that 69%, or almost ¾ of all families surveyed, have two or more AM sets in the home. The survey also disclosed that 99.5% of all families covered have AM radio in the home.

WAVE stresses the importance of automobile radios in such a survey by pointing out that almost two-thirds of the families have radios in their cars.

U.S. RELIGION

Spot on Voice Seen

PROPOSAL to give Voice of America listeners a picture of religious worship in the United States is being considered by the State Dept., which plans to set up a religious advisory committee to pass on suggestions for religious broadcasts.

Charles M. Hulten, general manager of the Voice, has informed Dr. Alton Reed, public relations and radio director for the Baptist General Convention of Texas, that he favors the idea of religious programs, which Dr. Reed reportedly brought to the attention of the State Dept. Edward Barrett, Assistant Secretary of State for Public Affairs, also was understood to have extended his approval.

Both Mr. Hulten and Dr. Reed, who conferred in Washington recently, have agreed that such programs "would not be just preaching, but would show the unity and freedom of all religious groups in the U. S." to listeners behind the Iron Curtain. The broadcasts would be divided equally among Protestant, Catholic and Jewish groups it was understood.

5000 WATTS KROD

EL PASO. THE SOUTHWEST'S BEST MARKET

Now that Census Bureau has counted the noses and BMB the ears . . . the answer is clear. El Paso is the Southwest's largest, soundest city. With its immediate trading area, it's the best market. No other radio station in this region reaches as many radio homes so inexpensively as KROD.

KROD

Key Station

SOUTHWEST NETWORK

600 - Top o' the Dial

RODERICK BROADCASTING CO.

Dorrance D. Roderick, President

Val Lawrence, Vice-Pres. and Gen. Mgr.

Represented Nationally by

THE TAYLOR COMPANY

REACH THIS MARKET THROUGH YOUR SOUTHWESTERN SALESMAN

Joseph Hershey McGillvra INC.

for SALES GETTING REPRESENTATION

Contact our nearest office

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Atlanta Rhodes-Haverty Building
Baltimore 2104 N. Charles Street
San Francisco 68 Post Street
Los Angeles 684 S. Lafayette Park Pl.
New York 366 Madison Avenue
Executive Office

RADIO STATION REPRESENTATIVES • AM • FM • TV

programs promotion premiums

'GOOD NEWS' ● ● ●

WDVA Danville, Va., inaugurates five-weekly five-minute newscast devoted to *Good News*. Contrasting with war news, show features human interest and other stories on brighter side of news picked from UP dispatches by News Editor Charles Craig.

POTATO TEST ● ● ●

WHBC Canton, Ohio, sponsored first annual Potato Contest, open to all farmers and city gardeners within listening area. Station asked listeners to submit potatoes for judging by water displacement method in front of WHBC midway studio on Grange Day, Sept. 7. Contestant entering largest potato received $25 savings bond at grandstand presentation.

HOARDER HARRY ● ● ●

KITE San Antonio is cooperating with anti-hoarding campaign by sponsoring *Harry the Hoarder* program starring Harry, mythical character who is professional hoarder. Harry gives valuable merchandise to listeners in effort to discourage hoarding by public. Condition of award is winner's pledge not to hoard and to encourage friends and neighbors not to hoard.

WGAR SPECIAL ● ● ●

WGAR Cleveland sponsored special train to carry Clevelanders to Cleveland Day at Ohio State Fair. Arrangements had been made to accommodate 400 people, but when more than twice that number responded, train made two trips. Station entertainers furnished music during ride.

SELF-SELLING ● ● ●

WASH (FM) Washington, *The Hour of Fidelity*, Sun., 12 n., Delort Radio Engineering Co. Promoting its high-fidelity custom radio and music installations, using Pickering diamond pickup, sponsor reproduces long playing symphonic records on such a system. Superior tonal values when heard by listeners will sell service, sponsor feels.

WEATHER VAIN ● ● ●

WOAI San Antonio, Tex., sent special gift to listeners who had phoned in weather reports to Henry Howell, news editor. Gift was aluminum weather-proof plate, bearing words, "I'm a special Henry Howell weather observer for WOAI . . . 1200 on every dial." Accompanying letter thanked listener for his help, and urged him to display 10x6 inch plate in prominent place on his barn or chicken house.

EDITORS TALK ● ● ●

WBZ-TV Boston, *Starring the Editors*, Sun., 4:30-5 p.m., Star Markets through Badger and Browning & Parcher, same city. Editors, John H. Crider, *Boston Herald;* John Griffin, *Boston Post;* George Brady, Hearst papers in New England, and Erwin D. Canham, *Christian Science Monitor*, discuss news of world-wide importance, relating major happenings to events that will influence lives of those listening. Mr. Canham is moderator.

PURPOSEFUL SLOGANS ● ●

WHEB Portsmouth, N. H., spot announcements concerning hoarding and careful driving. Sample slogans are: "If you hoard—you strike the wrong chord," "With boys and girls back to school . . . Careful driving is the golden rule."

HOSPITAL PREVIEW ● ● ●

WLAW Lawrence, Mass., *This Is Greater Lawrence*, Pacific Mills. Now in third year, program on Sept. 7 previewed opening of $2 million Bon Secours Hospital on Mount St. Joseph, Metheun, Mass. Transcription of program, using voices of Producer Frederick P. Laffey; Mother Donat, hospital administrator, and three of her associates, was encased in building's corner stone.

BACK TO SCHOOL ● ● ●

KOIL Omaha climaxed its "Silver Summer" campaign pointing up station's 25th anniversary by concentrating on three-week "Back to School" promotion (Aug. 14-Sept. 2). Shows highlighted interviews with youngsters preparing for school's opening, gave daily tips on school clothing, reported on high school and college sports plans for fall. Contests were held and winners announced Sept. 2.

★ ★ ★ ★ ★ ★ ★

MARIAN NADEL, KNEW Spokane traffic director, holds part of the 3,545 requests received in five days for a map of Korea. In the first mail count test since the station shifted to 790 kc, letters and cards came from counties in three states, besides Washington, and Canada.

★ ★ ★ ★ ★ ★ ★

HARE-RAISING ● ● ●

SESAC Inc., N. Y., distributes pink and blue folder to trade expounding sales merits of *Mr. Muggins Rabbit*, children's show. Commentary illustrated with pictures of characters in series. Sample adventures are given. Last pages mention other SESAC features.

LIVESTOCK MARKET ● ● ●

KMBC KFRM Kansas City, Mo., *The Man From the Stockyards*, Mon.-Fri., 6:35 a.m. Feature will include general market information and at least two interviews with stockmen and livestock experts daily. Questions from listeners are invited.

OUTSIDE HELP ● ● ●

WSRS Cleveland conducted experimental program, inviting 35 members of Junior Chamber of Commerce to take over station operations for entire day. Group of young businessmen took places before microphone, announcing, programming shows, reading news and planning six special programs.

WHERE TO GO ● ● ●

WCUE Akron, Ohio, affording entertainment index to Saturday evening "flings" on new program, *Touring the Town*, suggesting entertainment spots to be visited. Program co-sponsored by Yellow Cab Co., which provides mythical cab for Disc Jockey Jerry Crocker to tour town, and local record shop, which features recorded music between stops. Program promoted by extensive courtesy announcement campaign and newspaper ads.

N. Y. PULSE ● ● ●

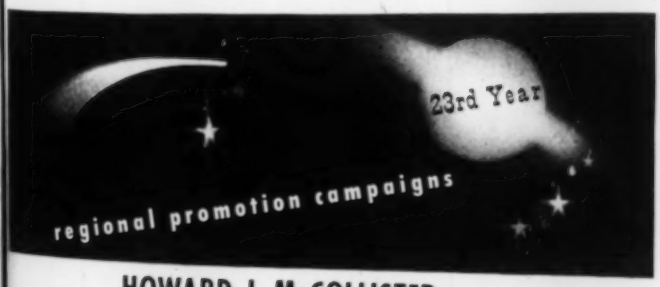
WCBS New York sending trade folder in red, black and white stressing morning, afternoon, and evening listening. Message states "New York listens most to WCBS," giving appropriate Pulse data.

HILLBILLY'S PUBLIC ● ● ●

KMOX St. Louis sends to trade brochure stressing pull of Skeets Yaney hillbilly show. Brochure shows in facsimile feature article on "Golden-Voiced Yodeler" which appeared in St. Louis *Globe-Democrat*.

PROFIT PROPHET ● ● ●

KCBS San Francisco sends trade blue folder with picture of turbaned Jim Grady, m.c. *This is San Francisco*, hypnotizing mountain. In background, members of boys club are awaiting mountain's arrival with jubilation. Text explains that club needed mountain for camping trip, and received many offers of one after mention on Jim Grady's show.



HOWARD J. McCOLLISTER COMPANY
PAUL W. McCOLLISTER, GENERAL MANAGER
Regional Representative
66 ACACIA DRIVE, ATHERTON, CALIF. • DAVENPORT 3-3061
Shows with a Hollywood Heritage ★ Member N·A·B·

LANG-WORTH
FEATURE PROGRAMS
SELL JEWELRY!

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

air-casters

OSCAR ALAGOOD, public service director WKY Oklahoma City, to KLRA Little Rock, Ark., as promotion manager. **JIM KEY**, staff announcer WKY Oklahoma City, to announcing staff KLRA.

RODERICK MITCHELL, assistant program director WCBS-TV New York, to program director WKRC-TV Cincinnati. He replaces **RICHARD VON ALBRECHT**, resigned to join WGN-TV Chicago as program co-manager.

HANK DIHLMANN, chief announcer KROS Clinton, Iowa, to program director. **JOHN ELLIOTT**, KCRG Cedar Rapids, and **ED RODGERS**, WROK Rockford, Ill., to staff KROS. **JACK THOMSEN**, morning man, to music director.

MARILYN ANDERSON to women's director KGLN Glenwood Springs, Col. **EARL DAVIES**, KGLU Safford, Ariz., to chief announcer KGLN. **CHRISTINE DOLGE** to traffic supervisor.

HOMER VAN DERWERKER, director of operations KXOB Stockton, Calif., to similar capacity at KXOA Sacramento. **EARLE RUSSELL** succeeds him at KXOB. Both are Dellar stations.

GRETA MORGAN to WIND Chicago as publicity and promotion director from Walker Co., same city. Succeeds **Mrs. CONSTANCE KIMBLE**, resigned.

DON RUSSELL, chief announcer Du Mont TV network, signed to exclusive three-year contract by network.

JUNE LEE to director of women's programs KFXJ Grand Junction, Col. **PEG THOMAS**, program director KGFW Kearney, Neb., to continuity department KFXJ. **ED LEWIS**, chief announcer, to program director. **JACK PUTER** to musical director. **BILLY LANDRY**, stenographic department KFXJ, to traffic and continuity department. **EMMA HENDERSON**, bookkeeping department, to assistant to **CHARLES HOWELL**, auditor.

ROBERT S. KELLER Inc., N. Y., named sales promotion representative for KWAT Watertown, S. D., and KATL Houston, Tex.

ROLF ERICKSON, WEBC Duluth, Minn., to announcing staff WOKY Milwaukee. **BEN JONES**, WTNS Coshocton, Ohio, to WOKY announcing staff.

WILLIAM BROWNING to announcing staff KCBQ San Diego, after summer relief assignments on other local stations.

BOB FAULDS, announcer CFPA Port Arthur, to CKCK staff.

JOE HOLBROOK, sports director WPAY Portsmouth, Ohio, to WBNS-TV Columbus, Ohio, as announcer.

HELEN GOULD, freelance motion picture feature writer, starts weekly *Hollywood Looks at You* on KFI-TV Los Angeles. Packaged by **SIGNATURE PRODUCTIONS**, program is built around fashion and beauty secrets of Hollywood personalities.

JACK ROBINSON and **GENE STONE** to writers on CBS *Honest Harold* starring **HAROLD PEARY**. Starts Oct. 4.

JIM McLEOD, announcer CKY Winnipeg, to anouncing staff CKCK Regina.

ERNEST L. HALL, KTBC Austin, Tex., to KEYL (TV) San Antonio, as staff announcer and m.c. of *Nonsensically Yours*.

PHIL WILSON, announcer-newsman WGEM Quincy, Ill., to WIRL Peoria, Ill., in same capacity.

DICK BENNETT, NBC Hollywood page staff, to continuity editor. Succeeds **BILL GIBBS**, resigned to become lighting director on "Red, White and Blue," stage production for American Legion.

LLOYD (Bud) ELLINGWOOD, director WGN-TV Chicago, to U. S. Signal Corps.

HUGH HERBERT, film comedian, signed by Progressive Broadcasting System, Hollywood, for Sunday night half-hour live comedy show, *Hugh Said It*, starting Nov. 19.

TONI SPAULDING, WPEN Philadelphia, and **BILL GORDON**, WHBQ Memphis, to WHK Cleveland, as disc jockey and morning man, respectively.

ROBERT HAFTER, CBS Hollywood producer, named KNX Hollywood morning program director.

DICK ASHBY, announcing staff WIBB Macon, Ga., to chief announcer.

HELEN LAYMAN to WSFC Somerset, Ky., as conductor women's programs.

REINALD WERRENRATH Jr., producer NBC-TV Chicago, to active duty with USN.

WILLIAM BASKETT, program director KPRO Riverside, Calif., to active service in Army. **RED BLANCHARD** rejoins KPRO KPOR (FM) as program director. Named in similar capacity to California Rural Network.

GORDON TUELL, KIRO Seattle, takes leave of absence for production assignment WRGB (TV) Schenectady, N. Y.

JOE WALTERS to Hollywood announcer on CBS *Truth or Consequences*.

JEAN COLBERT, director of women's activities WTIC Hartford, Conn., on trip to Scandinavian countries, France and Holland, where she will interview top personalities. Return broadcast will be Oct. 2.

DENNIS DAY, star NBC *A Day in the Life of Dennis Day*, awarded Transportation Fraternity's annual All-American award for 1950 for contributing to "upbuilding of morale in our American home life."

PAUL B. MASON, staff announcer WHAN Charleston, S. C., returns to station after leave of absence during which he studied English at Harvard U.

KEN FINLEY, production manager KEX Portland, Ore., father of girl, Nancy Lynne.

ART BROWN, WWDC Washington disc jockey, signed to m.c. International Assn. of Ice Cream Mfrs. variety show, Oct. 19 in Atlantic City.

VELMA GAVEL, women's commentator CKCK Regina, and Eric McIntosh married Sept. 9.

ED CONDIT, DuMont TV staff announcer, and **CONSUELLO MUNIZ**, NBC script department, announce their engagement.

KENNY McMANUS, CBS Hollywood assistant director, father of boy, Sept. 7.

FREDERICK P. LAFFEY, program manager WLAW Lawrence, Mass., presented Certificate of Appreciation for his part in station's airings of *Voice of the Army*.

HOWARD MASCHMEIER, program director WPTR Albany, N. Y., father of girl, Martha Louise, Aug. 25.

HARVEY DAWES, announcer CKRM Regina, and Barbara Bye married Sept. 6.

News . . .

GENE CURTIS, KOA Denver, to sports director KGLN Glenwood Springs, Col. **JOY BIGGS** to writer and local news reporter for station.

BOB PAGE to morning news editor KFH Wichita, Kan. Was chief announcer and newscaster KWTO Springfield, Mo.

JIM LOOKABAUGH to conductor *Lookabaugh's Lookout*, football prediction show WKY Oklahoma City, Fri., 7-7:15 p.m. Was Oklahoma A&M football coach.

PETE HACKES, WAKR Akron, Ohio, and **ED WHITE**, KCRC Enid, Okla., to WHAS Louisville, as reporter-newscaster and reporter, respectively.

BOB BRUNER, news director WXLW Indianapolis, to WIOU Kokomo.

TOM FOY rejoins WBBM Chicago as writer and producer of sports programs after two year absence.

LEW (Lefty) LOWRY, sports director and disc jockey KOOL Phoenix, Ariz., father of boy.

DON HILL, sportscaster WAVE and WRXW (FM) Louisville, winner of American Assn. Announcer's Award for drawing largest crowd to Louisville Colonel games on Radio Appreciation Night.

HUGH WEBSTER BABB, WLAW Lawrence, Mass., sportscaster, to head of radio department Endicott Jr. College. Will continue his duties with station.

JIM MURPHY, newswriter at ABC Chicago, to public relations department of American Legion national headquarters in Indianapolis.

INTERMOUNTAIN

Cites 'Outstanding Business'

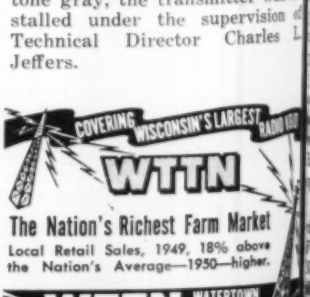
BOTH regional and national sales on the 27-station Intermountain Network have resulted in "outstanding business" for 1950 with every indication of a continued uptrend, according to Lynn L. Meyer, the network's vice president in charge of sales.

"The first three months of our fiscal year show an increase of 24.64% over the comparable 1949 late summer and early fall period —a very real growth in view of television competition in the Salt Lake City market and reduced budgets in some of the mountain states," Mr. Meyer said.

He reported a number of 52-week renewals by substantial accounts. New network accounts include Studebaker Corp., Murine Co., Wildroot and Fram Corp. In addition, Ralston Purina has purchased time on KALL Salt Lake City, KLO Ogden and KOVO Provo; Highland Dairy Assn. has taken *The Hardy Family* on all of IMN's Utah stations. Utah Refining Co. will sponsor broadcasts of 10 U. of Utah football games and 42 U. of Utah basketball games. Meanwhile, Tide Water Associated Oil Co. has arranged to sponsor Pacific Coast Conference football games on IMN's Utah and Nevada groups [BROADCASTING, Sept. 11].

WOAI Transmitter

WOAI San Antonio Sept. 7 placed in operation a new 50 kw transmitter at nearby Selma. A unified front enclosure and finished in two-tone gray, the transmitter was installed under the supervision of Technical Director Charles L. Jeffers.


COVERING WISCONSIN'S LARGEST RADIO
WTTN
The Nation's Richest Farm Market
Local Retail Sales, 1949, 18% above the Nation's Average—1950—higher.
WTTN WATERTOWN, WISCONSIN

BROADCASTING
TELECASTING

Vol. 39, No. 12 WASHINGTON, D. C., SEPTEMBER 18, 1950 $7.00 A YEAR—25c A COPY

TOBACCO RADIO BUDGETS UP

'Best Buy in Advertising'

TOBACCO sponsors, historically among top buyers of radio time, are buying heavily as the autumn season gets under way and reaffirming their belief that the broadcast medium is unparalleled as a sales stimulant.

Roundup of leading tobacco companies last week by BROADCASTING indicated that fall placements will again set a record high level.

Dramatic expression of broadcast enthusiasm came from William S. Cutchins, vice president and advertising director of Brown & Williamson Tobacco Co., who said radio "was still the best buy in the advertising media field."

Mr. Cutchins said his company is spending "every dollar—with one or two minor exceptions—of our 1950-51 advertising budget for Raleigh cigarettes" in AM radio.

His thumping praise for radio was delivered to NBC affiliates in a closed circuit broadcast during which promotion and publicity plans for Raleigh's programs were discussed.

"You know there is a great deal of talk nowadays about TV pushing AM radio right off the front porch," Mr. Cutchins said, "Well, I want each and every one of you to know that we at Brown & Williamson do not subscribe to that theory.

'AM Still Best'

"We have the greatest admiration for TV and consider it a strong and important new medium, but it doesn't take a Professor Einstein or a comptometer operator to figure out that AM radio is still the best buy in the advertising media field.

"In my part of the country, when a guy goes off the deep end with a statement such as that I have just made, somebody usually jumps up and says, 'put your money where your mouth is.' Friends, that is just what we at Brown & Williamson are doing. Every dollar—with one or two minor exceptions—of our 1950-51 advertising budget for Raleigh cigarettes is going to be spent with you, in AM radio."

The company, for its Raleigh cigarettes, will sponsor *People Are Funny*, Tuesday, 10:30-11 p.m., on NBC starting Sept. 19 and the same show in a second broadcast, Saturday, 7:30-8 p.m., starting Sept. 23 on 72 eastern NBC stations.

Mr. CUTCHINS

With the six other top selling cigarette brands in the country at least four are retaining their present network schedules and five of the six are spending more this year in spot radio.

BROADCASTING estimates of gross expenditures for network advertising for smoking materials in 1949 totalled $23,667,403 [BROADCASTING, April 17] as compared with $20,323,300 in 1948 and $11,668,090 in 1939. Net expenditures for spot advertising in 1949 were estimated on the same date at $3,360,000 as compared with $3,392,000 in 1948.

Of the two firms which have dropped one or two of their network shows, one has diverted the money into spot radio and the other into television.

R. J. Reynolds (Camel cigarettes and Prince Albert tobacco) is continuing to sponsor the *Vaughan Monroe Show*, Saturday, 7:30-8 p.m. on CBS, and Bob Hawk, Monday, 10:30-11 p.m. on CBS. Effective Oct. 6 the company will add *The Fat Man* to its list of network shows, Friday, 8-8:30 p.m. on ABC.

In addition, Camels will sponsor the *CBS Football Round Up*, Saturday, 2:30-5:30 p.m. The company also will continue sponsorship of *Grand Ole Opry* on NBC, Saturday nights, for its Prince Albert tobacco.

Although the firm did drop two network shows, The *Jimmy Durante Show* and *Screen Guild Players*, it compensated for the loss of one of those programs with the purchase of *The Fat Man*, while the money for the other, it is understood, was put into TV.

Big Ten Games

Camel's local program schedule includes the Big Ten football games on WBBM Chicago Saturday afternoons, the U. of Wisconsin games on the Wisconsin Network Saturday afternoons and *Strictly Sports With Bob Steele* on WTIC Hartford.

For the last three years Camel's coast-to-coast spot announcement campaign in radio has remained approximately the same, but this fall's schedule has been increased. Currently the list is said to include 300 stations with frequency of announcements increased.

In 1949 R. J. Reynolds spent a gross of $3,777,544 for network

(Continued on page 40)

ANTI-RED PROTESTS

AFRA Urges Study

POSSIBLE formation of a radio-television committee representing principal elements of the industry to discuss ways of equitably handling anti-communist protests against performers on the air was seen last week.

The organization of such a group appeared to be the probable outcome of a resolution adopted by the American Federation of Radio Artists' national board in the East, and referred to its board in Chicago and Los Angeles for their approval.

The resolution, after acknowledging that the "summary dismissal of Miss Jean Muir from *The Aldrich Family* television show may not be within AFRA's province . . ." because it happened in television, stated that "it has been shown or threatened that such dismissals without trial or redress are imminent in the radio field." And it was "therefore necessary that AFRA make its official position known, and take such steps as are necessary to implement its official position with regard to the entire broadcasting industry."

Citing "AFRA's avowed opposition to communism" as "repeatedly stated," and to "Communist methods and tactics no matter who uses them," the resolution said that if American citizens are permitted to "be condemned without being given the opportunity to defend themselves, we are throwing due process of law to the winds and following the Stalinist pattern."

Industry Meet Urged

"Whereas we deplore the action of irresponsible groups and individuals who utilize the threat of boycott to deprive our members of their right to earn a living, and believe that the radio industry, including AFRA as an integral part of the industry, must not ablicate its own responsibilities to outside groups, therefore be it resolved that AFRA invites representatives of the four major networks, sponsors and advertising agencies to meet with the AFRA national board to explore methods of working out within the industry an intelligent solution to the problem proposed by the Muir case and similar incidents, which will be consistent with traditional American practices," the resolution said.

A second resolution also was adopted: "Whereas many members feel there has been widespread laxity in the past, therefore be it resolved that a committee be appointed that shall endeavor to petition the cast sheets of directors, that we may be thoroughly informed on the problem of blacklisting to be brought before this industry meeting."

Reaction to AFRA's proposal was not immediately evident in the industry, although a General Foods spokesman indicated his company's willingness to cooperate. NBC's Ernest de la Ossa said the network would "consider it seriously," if and when such an invitation were received. The other major networks refused comment at least

(Continued on page 38)

ADVERTISING LEADERS discussed media role in the defense program at Tuesday meeting of Secretary of Commerce's Advertising Advisory Committee [story on opposite page]. Front row (l to r): Paul B. West, Assn. of National Advertisers; Phillip J. Everest, National Assn. of Transportation Adv.; Howard Morgens, Procter & Gamble Co.; Secretary of Commerce Charles Sawyer; Stuart Peabody, Borden Co., committee chairman; Frank Stanton, CBS; Philip L. Graham, *Washington Post* (WTOP); Fairfax M. Cone, Foote, Cone & Belding. Back row: Charles Jackson, White House; Kerwin H. Fulton, Outdoor Adv.; Frederic R. Gamble, AAAA; George Van der Hoef, office of Secretary of Commerce; Robert S. Peare, General Electric Co.; Nelson Bond, McGraw-Hill; A. E. Winger, Crowell-Collier Pub. Co.; Clarence B. Goshorn, Benton & Bowles; W. Howard Chase, special advisor to Secretary of Commerce. Ralph W. Hardy, NAB, broadcasting representative, was absent, attending NAB Dist. 14 meeting.

PAL BUYS RADIO

Cancels Newspapers For MBS Show

PAL BLADE Co., New York, has cancelled "about 50% of its newspaper schedule in approximately 70% of cities which carried the campaign" in order to sponsor a network radio show, Murray G. Kushell, advertising and sales promotion manager of the company, told BROADCASTING.

The firm launched sponsorship of its first network radio show *Rod and Gun Club of the Air*, Sept. 7 on MBS Thursday 8:30-8:55 p.m.

"We cancelled the balance of the year's contract in the newspaper schedule and replaced coverage in those cities with our radio program. Instead of getting six newspaper ads we are getting 13 half-hour programs—in other words we are getting 13 times instead of six times more appeal to the consumer public on a much more intensified basis," Mr. Kushell said.

"By using radio we have a test in our mail pull. So far the volume of the mail has been steadily increasing and building an audience. We answer all our mail personally and as a matter of fact are in the process of offering premiums to those who write in via the radio program. We are offering such premiums as hunting knives, jackknives and steak sets made by our own cutlery plant to our listeners," he explained.

"We are sponsoring the program on 134 stations and in markets where there is no television competition," he said.

Pal Blade did sponsor a five minute show for 26 weeks on ABC-TV last year.

The Mutual program has been requested by the Armed Forces for rebroadcast.

"On the whole," Mr. Kushell revealed, "we are very pleased with our radio campaign."

Al Paul Lefton, New York, is the agency handling the account.

CUSHING NAMED

Heads WJR Public Affairs

ASSIGNMENT of Vice President George Cushing to greater responsibilities at WJR Detroit—namely, extension of the outlet's public affairs activities—has been announced by John F. Patt, president of the three Goodwill Stations, WJR, WGAR Cleveland, KMPC Los Angeles.

Mr. Cushing

Mr. Cushing, who has been news editor, will continue to supervise the news department and, in addition, will be in charge of public affairs and advertising. He will continue as moderator of the Sunday *In Our Opinion* half-hour when the program returns to the air in October.

Associated with WJR for nine years, Mr. Cushing is a former Detroit newspaperman. He later served as editor of *The Detroiter* for the Detroit Chamber of Commerce. He was advertising manager of the Hudson Motor Car Co. and later was with Graham-Paige in a similar capacity. Mr. Cushing was a partner in the advertising agency that handled Ford's Model-T campaign. Before joining WJR he was for two years chief of information of the National Highway Users Conference in Washington.

HAYMES SHOW

World Reports New Sales

WORLD Broadcasting System Inc. reports new sales of *Dick Haymes Show* to the following sponsors and World-affiliate stations:

International Harvester Co. over WLAW Lawrence, Mass.; First Street Department Store over WEBC Duluth, Minn.; Barstow Builders over KWTC Barstow, Calif.; participating sponsors over WGAI Elizabeth, N. C.; Wilkins Frosted Foods & Ice Cream Co. over CJCS Stratford, Ont.; Tschabold Motor Co. over WFAH Alliance, Ohio; Local Baking Co. over WCAX Burlington, Vt.; Snow's Laundry & Dry Cleaner over WJBF Augusta, Ga.

Lavimediere Furriers over CKSF Cornwall, Ont.; The Jewelry Center over KEYS Corpus Christi, Tex.; participating sponsors over WQAM Miami, Fla.; Central Dry Cleaners over WSFC Somerset, Ky.; Campbell Motor Co. over WFTM Maysville, Ky.; Montecito Merchants over KDB Santa Barbara, Calif.; Florida Flexicore Corp. over WTSP St. Petersburg, Fla.; Robinson & Smith Laundry over WCSS Amsterdam, N. Y.; Pearson & Crofts, building supplies, over KSVP Richfield, Utah; Antwil's Men's Shop over KTFS Texarkana, Tex.

ANA AGENDA

Chicago Schedule Set

FINAL PLANS for the Assn. of National Advertisers 41st meeting on Sept. 25-27 at the Drake Hotel, Chicago, were formulated last week, with four radio and TV discussions on the format.

The Radio and TV Steering Committee of the association will kick-off Monday morning with Wayne Coy, FCC chairman, as featured speaker at a meeting open to all ANA members. He is followed by John T. Cunningham, executive vice president, Cunningham & Walsh, New York, reporting on the overall effects of TV on all media and the growth of television internally.

Monday afternoon the highly controversial report of the Radio and TV Steering Committee regarding radio rate reduction in TV areas will be spotlighted in an informal, round-table discussion headed by William B. Smith, advertising director of Thomas J. Lipton Inc., and chairman of the committee [BROADCASTING, Sept. 11].

F. B. Manchee, executive vice president of marketing and merchandising, BBDO, following this, will present a speech concerning radio research and its findings.

Drawn for BROADCASTING by Sid Hix

"Do you think we could interest Procter & Gamble in him if we called him 'The Crisco Kid'?"

MAP ALL-OUT DEFENSE

Key Radio-TV Role

KEY ROLE for advertising in rallying the nation behind the government's all-out defense drive was charted in preliminary form last week as Washington started to assume a wartime aspect.

Important part in the campaign to arouse support for the emergency program will be taken by broadcasting, aural and visual, judging by plans in the drafting stage.

Formation of the new National Production Authority and imminent creation of an Economic Stabilization Agency spurred efforts to acquaint the public with the government's effort to use scarce materials efficiently and to prevent inflation.

Advertisers will hear the emergency story straight from the Administration's key production official during the Sept. 25-27 convention of the Assn. of National Advertisers when Secretary of Commerce Charles Sawyer addresses the meeting.

Secretary Sawyer met with ANA and the American Assn. of Advertising Agencies at their joint session last spring. At Chicago he will tell what NPA expects from those who use advertising media to contact the public. As Secretary of Commerce he heads the whole priorities setup. Operating head of NPA under Secretary Sawyer is William H. Harrison, NPA administrator on leave as president of International Telephone & Telegraph Corp. Mr. Harrison assumed office last week.

Howard Chase, on leave as public relations director of General Foods, is Mr. Harrison's chief aide. He bears the title of special counsel to Secretary Sawyer.

Key Officials

Messrs. Harrison and Chase are slated to be key officials in the allocation and priorities agency. They will direct the flow of materials to industry, control inventories of basic supplies and perform a function similar to that of War Production Board during World War II.

As now conceived, the emergency setup in Washington will also have a price-rationing operation in the Economic Stabilization Agency. This is still in the early planning stage and current predictions indicate it may not be operating before the end of the year.

Last Tuesday Messrs. Harrison and Chase met with the Advertising Advisory Committee headed by Stuart Peabody, Borden Co. (see photo on opposite page). The committee sits in an advisory capacity with Secretary Sawyer.

The part broadcasting and other media will take in the emergency effort was discussed Thursday at a meeting of the Advertising Council in New York. The council siphons governmental causes to media in an orderly manner, with emphasis on more pressing projects.

Paralleling the Advertising Council campaigns, in which broadcasters have participated for nearly a decade, will be a new defense program soon to be completed by NAB under direction of the association's board. NAB is expected to issue the first of a series of defense bulletins Sept. 25. These bulletins will tell broadcasters how to bring the government's message to 150 million Americans.

May Be Sponsored

As was the case during World War II and since the war, the defense messages will be suitable for insertion in sponsored programs. In addition, NAB's bulletin will contain suggested station breaks and longer announcements. These, too, will be suitable for sponsorship.

Thus broadcasters will be able to do a double defense job as they cooperate in the Advertising Council's program and utilize the material to be supplied by NAB.

Jack Hardesty, NAB assistant director of public affairs, conferred last week in New York with Advertising Council officials. It is understood NAB's bulletin will be confined to defense messages whereas the council covers a wide range of topics, including non-emergency causes in which the government is interested.

The impact of NPA on the broadcasting and electronic industries was uncertain at the weekend, NPA being in an early formative stage. Mr. Chase told BROADCASTING it is too early to speculate on NPA's specific handling of broadcast matters. "To the degree broadcasting is of a military nature, its basic materials will receive NPA priority," he said.

He indicated a Civilian Requirements Section will be set up within NPA. Its functions will include broadcast and electronics matters.

NPA will have an Advisory Committee on Priorities Administration. This will include representatives of government agencies. Although the official order setting up the committee doesn't mention FCC, its terms are broad enough to include FCC participation in policy deliberations when broadcasting or communications industries are involved. In addition, the committee is expected to call in industry groups to advise on material requirements.

Control Supplies

In the allocation of supplies to various industries NPA will have an End Products Division which will control supplies of finished goods on the basis of critical needs.

NPA named a general counsel Thursday, Manly Fleischmann, Buffalo attorney. Mr. Fleischmann was assistant general counsel of WPB in World War II.

Secretary Sawyer and Director Harrison conferred Thursday with President Truman. They promised the President NPA would be run "in a workmanlike manner."

When NPA gets rolling in a few more weeks it is expected to have more than 1,000 employes.

BROWN ADDS POST

Heads B-M Products Div.

ROBERT B. BROWN, vice president of Bristol-Myers Co., New York, has been named president of the Bristol-Myers Products Division as well.

Mr. Brown, who joined Bristol-Myers in 1936 as advertising manager and was subsequently advertising director, is also a past chairman of the board of the Assn. of National Advertisers.

AGENCY MERGER

Hickerson Heads New Firm

J. M. HICKERSON Inc., New York advertising agency, has merged with Albert Frank-Guenther Law Inc., effective Oct. 1. Name of the corporation will be that of the latter agency, with Mr. Hickerson elected president and director of the consolidated firm.

Emmett Corrigan, chairman of the board, also announced the election of Frank J. Reynolds, president of the firm since 1932, as vice chairman of the board of directors. Robert E. Potter Sr. has been named vice president in charge of consumer advertising in the Chicago office.

NAB NAMES DRAKE

Heads Stations Relations

NAB'S drive to bring a substantial majority of broadcast stations into its ranks will be handled by an experienced broadcaster, Melvin E. Drake, former vice president and station manager of WDGY Minneapolis.

Mr. Drake joins the association in a few days as director of the new Station Relations Dept. He was appointed last week by William B. Ryan, NAB general manager, after Mr. Ryan had screened a long list of candidates from all parts of the country.

The station relations post became vacant in mid-summer upon the death of B. Walter Huffington, stricken by a heart attack on the fourth day of a southeastern membership tour. Mr. Huffington died July 13 shortly after driving out of Winston-Salem, N. C.

Membership Drive

Mr. Drake will devote full attention to membership solicitation and field contact with NAB members, supplementing similar activity by Mr. Ryan. He reports directly to Mr. Ryan, who said the new director will take to the road after spending a month in NAB's Washington office.

Since resigning from WDGY recently, Mr. Drake had been in Albuquerque, N. M. He plans to move his family to Washington shortly. He had been at WDGY since April 1946, the station having expanded from 5 kw daytime to 50 kw fulltime during his service.

Mr. DRAKE

* * *

Entering radio at KGGF Coffeyville, Kan., in 1933, Mr. Drake joined KTUL Tulsa as an account executive in 1938. He resigned in 1940 to become manager of KGGF and in 1944 joined KFOR Lincoln, Neb., as station manager.

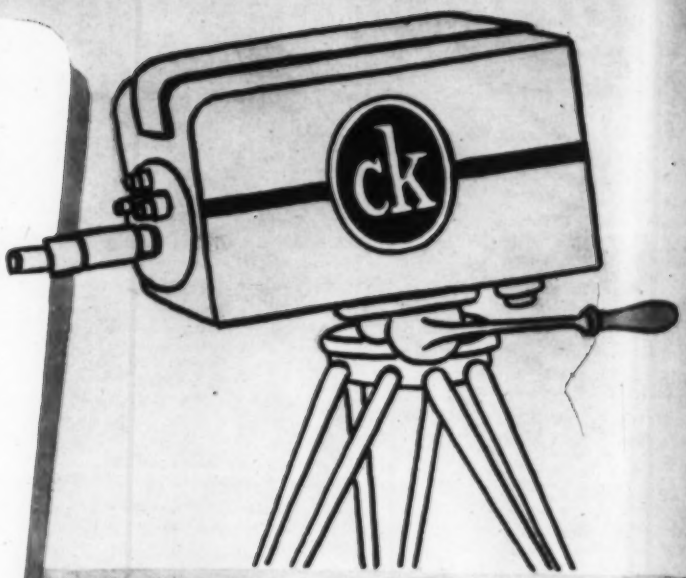
He is familiar with NAB headquarters operations, having served as a member of the Unaffiliated Stations Committee. He is a past president of the Minnesota Broadcasters Assn., member of Minneapolis Rotary and advertising clubs as well as the Chamber of Commerce speakers bureau. A graduate of Northwestern and Stanford universities, he married the former Geraldine Johnston, of Manhattan, Kan. They have two children—David, 10, and Douglas, 7.

A 'Definite Challenge'

"This is more than an opportunity—It is a definite challenge to contribute to better broadcasting through development of an even stronger association," Mr. Drake said following the announcement. "My professional years in radio have been spent with stations that have been association members. I know what the association can contribute to members. I look forward to the assignment with genuine enthusiasm."

Dept. Store Radio

Zooms Up



A copyrighted survey by Cramer-Krasselt Co., Minneapolis, based on 58 reports covering 52.7% of all department stores using TV during July 1950.

TREND toward increased use of radio advertising by department stores has developed since last spring, reversing a downward movement, J. S. Stolzoff, vice president of Cramer-Krasselt Co., Milwaukee, told the District 7 convention, Advertising Federation of America, meeting in Mobile, Ala., Friday.

Based on a study of radio and television advertising by large department stores, Mr. Stolzoff found that retailer interest in both aural and visual radio is on the way upward; that a heavy share of TV money is "fresh money," and radio is less affected by TV than newspapers.

Mr. Stolzoff had told the national AFA convention in Detroit last May 31 that while radio has become a powerful advertising medium, its biggest achievements lie in the future [BROADCASTING, June 5]. At that time he had based his predictions of radio growth, especially in the local field, on an extensive survey of advertiser, agency and broadcast executives.

Serves Many Stores

Cramer-Krasselt serves as advertising counsel for a large number of department stores. Mr. Stolzoff's new figures are based on replies from 58 department stores all over the U. S., he told the Mobile convention, adding they represent over 52% of the department stores that had regular TV schedules during July and have TV budgets of almost $3 million per year.

Radio's continued growth as a medium alongside TV's upward surge was illustrated by Mr. Stolzoff through an observation by the sales promotion director of a $50 million-a-year department store.

He quoted this executive as saying: "You know television is the most exciting new thing in retailing. The more I listen to what results other stores are getting, the more I check on the pull we're getting from our television programs—well, the more obvious it is that this beast television has some powerhouse possibilities.

"But there's one thing I can't figure out. Over 50% of the families in our city have TV sets. Listenership is continually increasing. In spite of that our two daytime radio shows are doing a better selling job than ever. If television is supposed to be replacing radio, you'd think it would be showing up in my results."

Misconceptions Explained

Mr. Stolzoff said the "many obvious minor similarities" between radio and television breed such misconceptions as, "If a family watches television for three hours, then radio listenership is decreased by three hours"; "the money going into television is coming from radio."

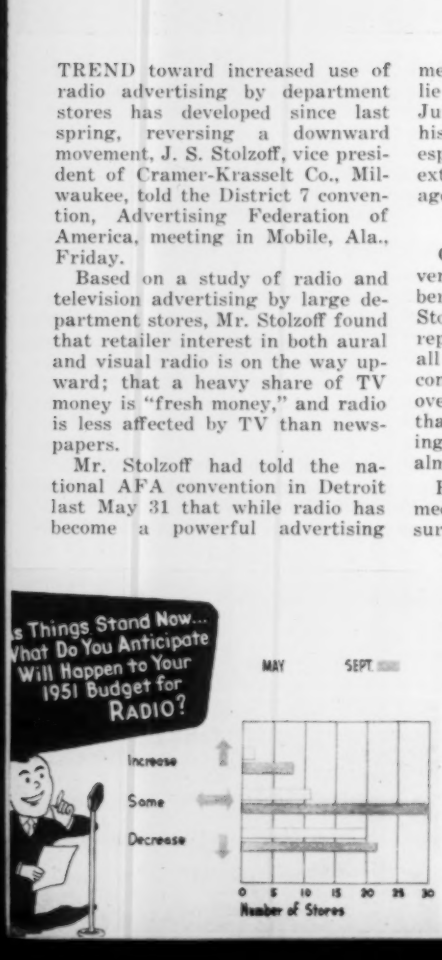
He declared department stores are fast becoming the largest classification of television advertisers, either local or national. He recalled that he had told the National Newspaper Promotion Assn. last May that station managers and owners had predicted increased billings for the radio medium, and department store executives had shown deep interest in television [BROADCASTING, May 15].

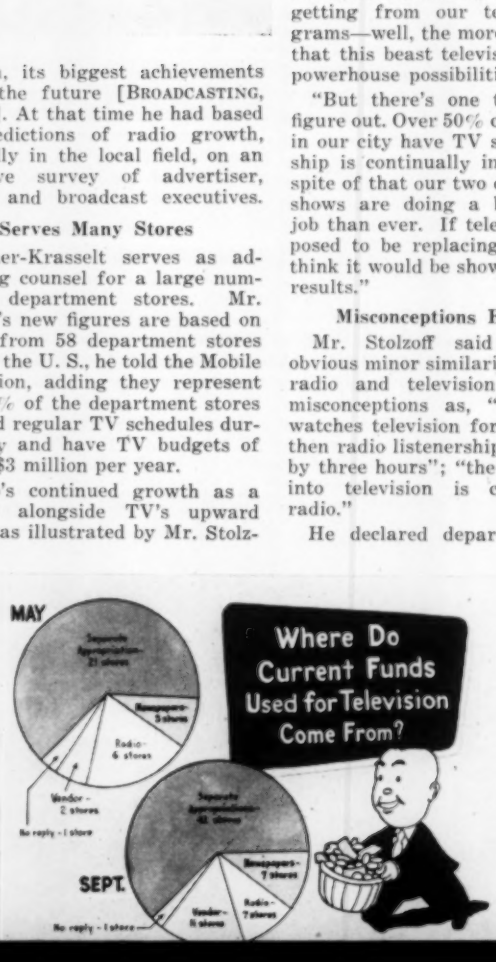
Trend Has Reversed

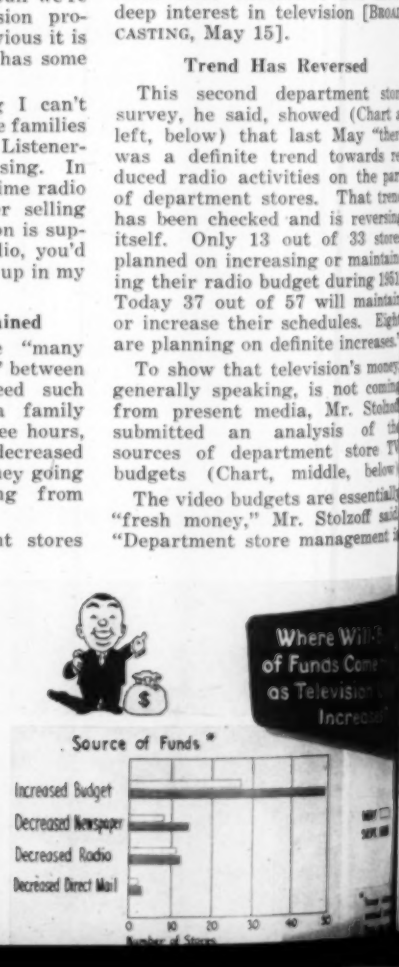
This second department store survey, he said, showed (Chart at left, below) that last May "there was a definite trend towards reduced radio activities on the part of department stores. That trend has been checked and is reversing itself. Only 13 out of 33 stores planned on increasing or maintaining their radio budget during 1951. Today 37 out of 57 will maintain or increase their schedules. Eight are planning on definite increases."

To show that television's money, generally speaking, is not coming from present media, Mr. Stolzoff submitted an analysis of the sources of department store TV budgets (Chart, middle, below).

The video budgets are essentially "fresh money," Mr. Stolzoff said. "Department store management is




MAY
Where Do Current Funds Used for Television Come From?
Radio - 6 stores
Vendor - 2 stores
No reply - 1 store
SEPT.
Radio - 7 stores
Vendor - 5 stores
No reply - 1 store


Where Will ... of Funds Come ... as Television ... Increase
Source of Funds *
Increased Budget
Decreased Newspaper
Decreased Radio
Decreased Direct Mail
0 10 20 30 40 50
Number of Stores

appropriating new funds for television. It brings to mind a fact about advertising budgets that we sometimes forget. The money for any campaign should come from past profits or from anticipated profits.

"A worthwhile campaign should pay for itself. Good advertising makes profits, it doesn't spend them. If television is a good advertising buy for a department store, the profits it creates from the merchandise it sells will provide the money for continuing on TV. Television advertising doesn't have to cause a reduction in any other type of advertising expenditure. There is some duplication in this chart because some stores listed more than one major source of TV funds.

"Bearing in mind that the September sample is 80% larger than the one last May: Of the 67 mentions, 42 said 'separate appropriation.' Vendors jumped from 2 to 11, pointing up the increasing number of manufacturers who will cooperate on television. One of our clients has had as many as 90 companies cooperating simultaneously. Withdrawal of funds from newspapers went from 3 to 7, radio increased only from 6 to 7."

Future Funds Checked

Looking into the future, Mr. Stolzoff's questionnaire asked: "Where will the bulk of (1951) funds come from as television use increases (See Chart, opposite page)?"

Of 58 stores responding, 49 said the money will come from increased budgets. "The number who will decrease newspaper rose in about proportion to the sample," Mr. Stolzoff said. "Radio went only from 11 to 12 and direct mail is not enough of a budgetary factor for most stores to be really affected. At the risk of being repetitious, television funds are 'fresh money.' They are not being siphoned off from other media."

Looking forward to the day when TV circulation reaches 80%, he found that 13% of total publicity money will be devoted to TV advertising by department stores (Chart at lower left, above). This, 80% figure was used because department stores generally agree that in over 80% of the major markets a maximum of two newspapers will give a store 80% circulation in the market.

Citing this 13% of total for TV, Mr. Stolzoff explained, "If you take away the personnel, display and other non-space charges that enter into the average department store budget, that means 20 cents out of every $1 of store space-advertising costs will go into TV. One large store estimated that 40% of its budget might go into television, and the sales promotion manager added the comment: 'It's the damnest sales puller I ever saw . . . wait till we get circulation'."

As to the 1951 TV budget, 51 out of 58 stores are increasing their video funds in 1951, ranging from a 3% increase to a store that will go from $9,000 to $65,000 (Chart at top left, above).

Newspapers, which Mr. Stolzoff said "are the clearly dominant advertising medium for department stores," also will experience higher budgets (Chart at lower right above).

In five months the percentage of total publicity budget of the stores surveyed has jumped from 7.3% to 8.9%, or from an average of $43,000 to $48,500 a year (Chart below). Four stores are spending over $100,000 a year in TV, Mr. Stolzoff said, and one large store has earmarked 22% of its budget for TV. Collectively the stores surveyed are using television at the rate of almost $3 million per year.

Results Discussed

How about results? Here Mr. Stolzoff asked what he called a "completely unscientific" question in an attempt to measure results (Chart at upper right, above). A tremendous increase was noted in stores answering "successful." Only three said "mediocre" and none answered "unsuccessful" or "failure."

Programming Conclusions

Mr. Stolzoff drew these general conclusions about programming:

The schedules of department stores run the gamut. They vary from football games in Seattle to eight-second station identification cards in Philadelphia; from a 6:45 p. m. shopper type show in St. Paul-Minneapolis to film commercials in Atlanta, and seven full hour programs a week in Washington, D. C.

We believe that generally speaking, a department store should run programs rather than announcements. Prestige, developing a television personality, and actual sales results are our reason.

We believe that generally speaking, the best type of program is a shopper show where the main portion of the program uses a theme, interesting personalities and other devices to literally bring the products of a store right into the home.

We believe that generally speaking, the best time for a department store program is the afternoon.

And lastly, we believe that the most fatal mistake any local advertiser, department store or not, can make is to attempt to produce a network type of program on a local type of budget.

So I guess I've spelled out what we believe is the most effective type of department store television—simply a daytime shopper show.

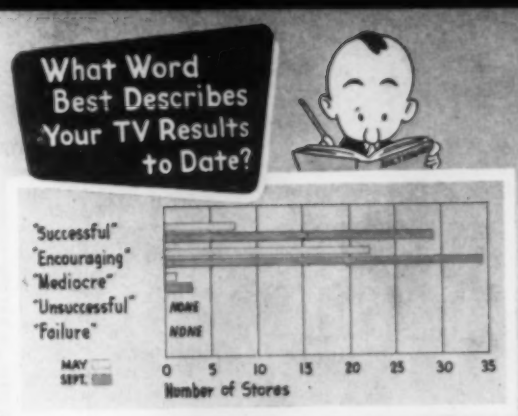
Does it work? Here are a few results we've seen on one show, *Schuster's Feminine Viewpoint* which is a half-hour shopper program, four times a week on WTMJ-TV Milwaukee, sponsored by Wisconsin's largest department store. They have successfully sold from a simple demonstration such items as:

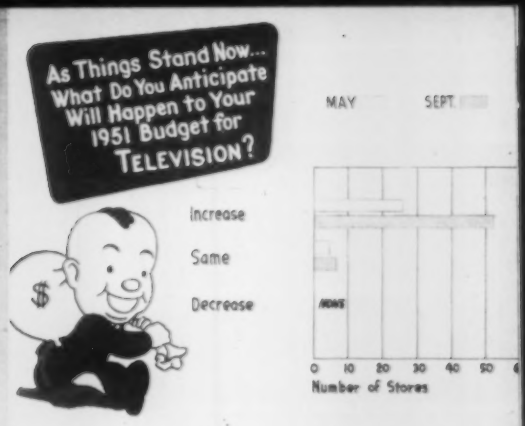
Over 600 home permanent kits at $2.50.

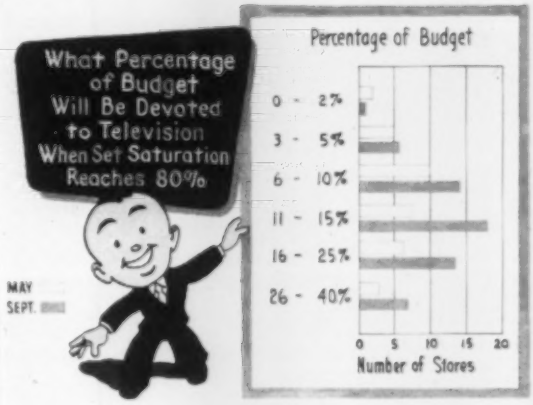
Several hundred $3.98 doll houses.

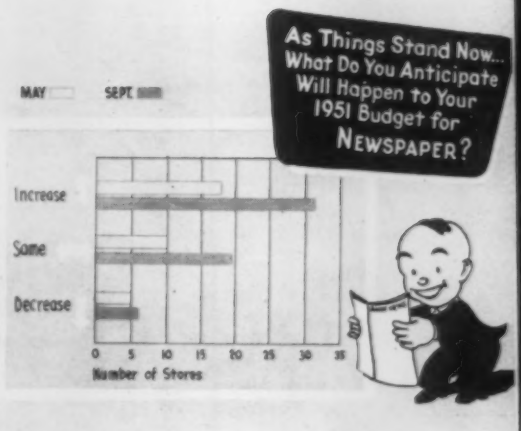
Their complete inventory of a $5 cook book.

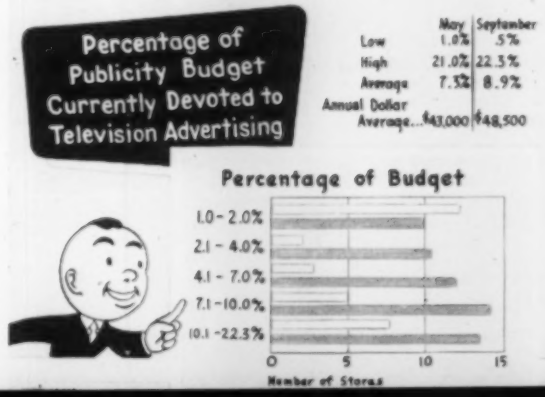
On a one-demonstration-per-month basis they tripled the volume on one of their best selling slippers.

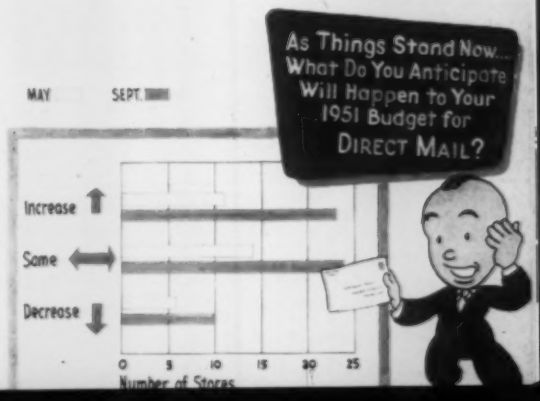







As Things Stand Now... What Do You Anticipate Will Happen to Your 1951 Budget for NEWSPAPER?
MAY
SEPT.
Increase
Same
Decrease
0 5 10 15 20 25 30 35
Number of Stores





USE EDITORIALS

Howell Urges NAB Dist. 14

RADIO stations are "only secondary" in the view of many persons in their communities, including advertisers, because of failure to take positions on questions of the day, Rex Howell, KFXJ Grand Junction, Col., told NAB District 14 members at their Monday-Tuesday meeting.

William C. Grove, KFBC Cheyenne, Wyo., presided as district director. The meeting was held at Hotel Colorado, Glenwood Springs, Col. A hundred delegates attended from Colorado, Wyoming, Utah, Montana, New Mexico, Idaho and South Dakota. As co-owner of the new KGLN Glenwood Springs, Mr. Howell was convention host.

"I doubt if 1% of stations are broadcasting editorials," said Mr. Howell, for years a leader in advocating editorializing on the air. "There probably are a number of reasons, principally the inherent fear generated by the FCC.

"Others feel they do not have adequate personnel. Some do not consider it important to present any views of their own—some may even insist, with some degree of stark relevance, that they have no opinions of their own. Sheer inertia can easily account for the reticence of others."

Urged Leadership

Mr. Howell argued radio stations and their owners usually are less influential in their communities than leading newspapers and their publishers because "newspapers have built up a tradition of importance based upon their sphere of influence."

On a show of hands, three broadcasters indicated they had been broadcasting editorials since the Mayflower ban was eased in 1949. They were William T. Kemp, KVER Albuquerque, N. M.; Jim Carroll, KWYO Sheridan, Wyo., and Vir N. James, KVRH Salida, Col. All three said later they felt editorializing had strengthened them in their communities. Like Mr. Howell they confined their editorializing to local topics.

Mr. Howell played back excerpts from his own "Radiotorials," which he voices himself from time to time but not on a regular basis. He conceded it takes considerable time to develop editorials. He tries "to stimulate opinion rather than crystalize it," and invites opposing views.

At its closing session Tuesday District 14 adopted a resolution recognizing Mr. Howell's "pioneering and courageous and vigorous efforts in achieving government recognition of the right of radio stations to editorialize over their air."

The district unanimously ratified the NAB board plan to expand Broadcast Advertising Bureau. Justin Miller, NAB president, reminded delegates the BAB plan had grown out of a suggestion made at the 1948 District 14 meeting. At that time a resolution proposed by Walter Wagstaff, KIDO Boise, had urged that a study be made looking toward formation of a radio sales promotion agency.

Resolutions Passed

In other resolutions District 14 endorsed the NAB board's defense program; approved appointment of William B. Ryan as NAB general manager; advised expansion of the Employe-Employer Relations Dept. under Richard P. Doherty; voiced appreciation of the service of Hugh B. Terry, KLZ Denver, who retired last spring as district director.

Mr. Grove announced NAB membership applications had been received from KDZA Pueblo, Col.; KIUP Durango, Col., and KMUR Murray, Utah. He demonstrated the low-cost remote pickup equipment he has developed, using war surplus materials. The equipment is used by nearly 200 stations.

Members of the Resolutions Committee were John Bailey, KVOC Casper, Wyo., chairman; Robert D. Ellis, KGHF Pueblo, Col.; Franz Robischon, KBMY Billings, Mont.; Milo Petersen, KGEM Boise, Ida.

Judge Miller explained the defense role of the industry and urged stations to cooperate with public officials in averting sabotage. He advocated fingerprinting of station employes as a logical precaution.

District 14 members showed interest in TV cost data presented by Charles A. Batson, NAB TV director. Carl Haverlin, BMI president, reviewed expansion of the industry-owned copyright agency. Ralph W. Hardy, NAB director of government relations, discussed the association's Washington services and contacts. Lee Hart, BAB assistant director, spoke on retail advertising. William B. Quarton, WMT Cedar Rapids, Iowa, District 10 director, explained in detail the plans for expansion of BAB into

(Continued on page 42)

DON'T WEAKEN NAB

District 8 Is Warned

WARNING that development of a super-Broadcast Advertising Bureau must not lead to any weakening of NAB itself was voiced Thursday at the opening session of the District 8 meeting, held at Lincoln Hotel, Indianapolis.

Presiding at the two-day NAB district meeting was George J. Higgins, WISH Indianapolis, district director. Some 70 delegates attended.

Milton L. Greenebaum, WSAM Saginaw, Mich., and Lester W. Lindow, WFDF Flint, Mich., said NAB's diverse operations were vital to functioning of the broadcasting industry and they cautioned that enthusiasm for BAB should not interfere with NAB itself when the sales agency is completely separated from the parent association.

Charles C. Caley, WMBD Peoria, Ill., District 9 director and member of the NAB board's five-man BAB Committee, described steps leading to the greater BAB project.

"We have proved in the establishment of BAB that all-industry sales promotion pays off," Mr. Caley said. "What we propose to do is expand that effort to such dimensions that every advertiser in America will be exposed to the superior selling capacities of broadcasting."

Advises BAB Divorce

Urging that the new organization be completely divorced from NAB, he said: "One of the most important reasons is the fact that frequent efforts have been made to develop a broader horizon for NAB sales activity, but each time our attention was diverted to other policy problems and this vital objective suffered.

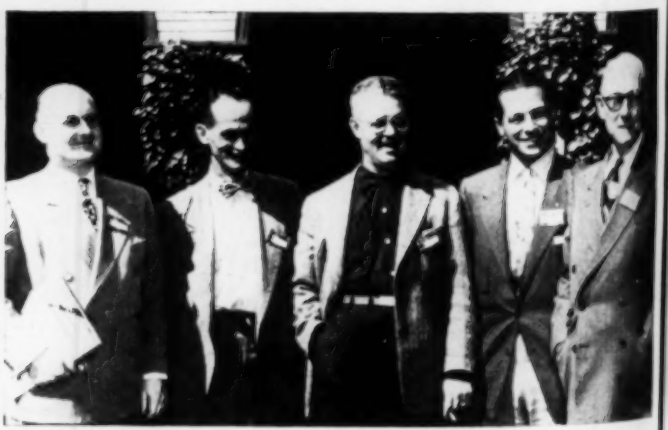
"We want a separate organization because we need a separate board and a separate staff that will devote their entire attention to sales promotion."

Mr. Higgins commended work of the five-man committee that proposed the BAB expansion project. "BAB's performance under very difficult circumstances has established in the last year that we are on the right track," Mr. Higgins said. "Now let's go after the big job. This plan is something concrete, something big, something eminently important to all of us in this competitive era."

Resolution proposing endorsement of BAB was presented by Joseph Higgins, WTHI Terre Haute. Its adoption was moved by Harry Bitner, WFBM Indian-

(Continued on page 42)

FATHER-SON quartet at NAB District 14 session (l to r): Elwood H. Meyer, KYOU Greeley, Col.; Al Meyer, KMYR Denver; Thomas Howell, KFXJ Grand Junction, Col.; Rex Howell, KFXJ and KGLN Glenwood Springs, Col.



BETWEEN-MEETING group at NAB District 14 meeting (l to r): Paul Dixon, KSL Salt Lake City; R. E. O'Brien, KIUP Durango, Col.; Frank Bishop, KFEL Denver; Tom Ekrem, KVOD Denver; Franz Robischon, KBMY Billings, Mont.

AWB MEET SET

Dist. 10 Convenes Sept. 23

CONVENTION of District 10, Assn. of Women Broadcasters, will be held Sept. 23 at the Savoy Hotel, Des Moines, according to Doris Murphy, KMA Shenandoah, Iowa, district chairman.

Starting with an 8 a. m. breakfast at the Des Moines Country Club, the meeting will conclude with an evening banquet. Host at the breakfast will be the Des Moines Radio Council. After breakfast delegates will take a conducted tour through the plant of Meredith Pub. Co., publishing *Better Homes & Gardens*.

At 11:30 a. m. the delegates will attend a broadcast by Betty Wells at the studios of KRNT Des Moines.

Speakers at the luncheon, at which KRNT is to be host, will be William B. Quarton, WMT Cedar Rapids, NAB District 10 director. Mr. Quarton will discuss "The New NAB and How It Affects the AWB." Anne Hayes, KCMO Kansas City, will discuss "Your Career and You."

An afternoon panel discussion will be titled, "Women Broadcasters and Why They Grew," with Mary Elizabeth Marshall, WOC Davenport, Iowa, as moderator.

Panel members and their topics: Caroline Ellis, KMBC Kansas City, "The Magic Book"; Martha Shorten, KDTH Dubuque, Iowa, "The Market Basket and Public Interest"; Martha Bohlsen, WOW-TV Omaha, "TV Tactics"; Miss Wells, "Interviewing the Great and Near Great"; Sandra Lea, WHB Kansas City, "Servicing and Salesmanship"; Edith Hansen, Perfex Co., Shenandoah, Iowa, "Broadcasting Over 26 Stations by Transcription."

Business meeting is scheduled at 4 p. m. WHO Des Moines and WOC will be hosts at the evening dinner. Speaker will be Richard B. Hull, radio-TV director of WOI Ames, Iowa. His subject is, "Some Facts and Fancies About Television."

EYES OF TEXAS broadcasters were on Lee Hart, BAB assistant director, during NAB District 13 convention. Front row (l to r): Frank Myers, KCMC Texarkana; Kenyon Brown, KWFT Wichita Falls; Miss Hart; O. L. (Ted) Taylor, Taylor Co.; Joe Evans, Free & Peters. Standing: James Speck, KCNC Fort Worth; Sherrill Edwards, KEYL (TV) San Antonio; Fred Nahas, KXYZ Houston; Ken Kellum, KCNC Fort Worth; Ray Herndon, KTRH Houston; Jack Keasler, WOAI San Antonio. Meeting was held in San Antonio Sept. 8.

* * *

BACK BAB 100%

Woodall Urges Dist. 13

A WELL-FINANCED Broadcast Advertising Bureau with 100% industry support can crack large advertising accounts not now using radio, Allen M. Woodall, WDAK Columbus, Ga. and NAB board member, told the NAB District 13 meeting in San Antonio Sept. 8 [BROADCASTING, Sept. 11]. Mr. Woodall, a member of the NAB board's BAB committee, appeared at the meeting to describe plans for a greatly enlarged BAB.

Mr. Woodall

"Our present BAB has $169,000 compared to the newspaper's Bureau of Advertising with a budget over a million dollars," Mr. Woodall said. "The newspaper bureau empoys no less than 100 people. It has the support of more than twice the number of newspapers that belong to American Newspaper Publishers' Assn.—the equivalent of our NAB.

"I can't tell you what all these people do, but I can tell you that the ink had scarcely dried on a success story about the sale of diamonds in a Macy store in Columbus by radio before a man from the Bureau of Advertising had the manager of the store in the corner, trying to badger him into denying the story. He didn't succeed—but he tried.

"Radio is the No. 1 medium—the medium that can reach more people and sell more merchandising per dollar. Why doesn't Sears Roebuck use radio, other than occasional spots? What comes from Chicago every month—a big box of layouts, mats and copy for newspaper ads for the advertising manager to cut paper dolls from. Not a transcription in a carload—not even suggested continuity.

Sell Best Stores First

"How about Montgomery Ward, J. C. Penny. Why does Mr. Penny, whom I understand owns Foremost Dairies, use radio to sell his milk but decides it's no good to sell merchandise from his stores? What about Chevrolet, A&P, Packard, railroads, power companies, AT&T? If Sears could be cracked, Montgomery Ward would follow. Get the big boys—the little fellows will jump on the bandwagon. All of us know the best way to sell the second best department store in any town is to sell the first."

* * *

LONE STAR group at NAB District 13 meeting (l to r): Jack Valenti, Humboldt Oil; Charles Jordan, KFJZ Fort Worth; NAB President Justin Miller; William Michaels, KABC San Antonio; Ward Wilcox, Thomas F. Conroy Agency; Charles Lutz, KTSA San Antonio; Charles Godwin, MBS; George Cranston, WBAP Fort Worth; Gene Cagle, KFJZ; Robert Burton, BMI. Judge Miller reported to the group on defense activities.

ESSAY CONTEST

AFA Names Judges

COMMITTEE of judges who will appraise the entries in the fifth annual National High School Essay Contest sponsored by the Advertising Federation of America, was announced last week by Elon G. Borton, AFA president.

J. F. Oberwinder, president of D'Arcy Advertising Co., St. Louis, is chairman. Other committee members are: Ken R. Dyke, vice president, Young & Rubicam; Dr. Charles M. Edwards Jr., dean of the school of retailing, New York U.; Frank Stanton, president, CBS, and Mrs. Helen Valentine, editor-in-chief, *Charm*. Grand prize in this year's contest, the subject of which is, "What Advertising Means to Me," is $500 plus an all-expense trip to the federation's annual convention in St. Louis, June 10-13, 1951.

WESTINGHOUSE Electric Supply Corp.'s sponsorship of broadcasts of the 11-game U. of Tennessee grid schedule on WMPS Memphis is celebrated by (l to r) Charles DeVois, WMPS sales; Craig Hull, Westinghouse sales; Gen. Robert R. Neyland, athletic dir., Tenn. U.; Bill Rudner and Bob Stevens, WMPS sales.

WILLIAM J. GRACE (seated), sales mgr., Danahy-Faxon Stores Inc. (Nu-Way Markets), hands contract to Richard Danahy, Frederic W. Ziv Co. sales, for 52-week sponsorship of Ziv's *Meet the Menjous* in Buffalo, as Everett L. Thompson, radio-TV dir., Baldwin, Bowers & Strachan Inc., agency, looks on.

DURING transcription of commentaries for his new recorded series on WQXR New York, Sir Thomas Beecham (center), conductor, discusses the program with Oliver W. Nicol (l), v. p., Towers of London Ltd., and Elliott M. Sanger, executive v. p., WQXR-AM-FM. Hovis Bread Ltd., England, is sponsor.

PHILCO Distributors, Chicago, purchase of *Edward R. Murrow and the News* on WBBM Chicago, set to start Sept. 4 (Mon.-Fri., 6:45-7 p.m.), is negotiated by (l to r) Ralph Goshen, WBBM salesman; Ward M. Caldwell, gen. mgr., Chicago div., Philco Distributors, and John M. Akerman, WBBM asst. general manager

GUY KIBBEE (r), set to star on Mutual's *Sportsmen's Club of the Air*, starting Sept. 7 under sponsorship of the Pal Razor Blade Co., gives a pointer on his favorite sport—fishing—to (l to r) O. E. Kraus, partner, Pal Co.; Frank White, MBS president, and Ray Nelson, producer.

SETTING contract to air all 1950 Marshall College football games on WSAZ Huntington, W. Va., are (l to r): seated, R. K. Van Zandt, Van Zandt Supply Co., RCA distributor, and Nester Logan, S. S. Logan & Son, wholesale meats, co-sponsors; standing, Tom Garten, WSAZ sales; Marshall Rosene, gen. mgr., WSAZ Inc.; Luther Poling, Marshall athletic dir.; Jack Bradley, WSAZ sports dir.; Pete Pederson, Marshall head football coach; Emil Gugenheim, WSAZ.

CBS MEET

Owned and Represented Outlets To Convene Sept. 18-21

ANNUAL four-day meeting of Columbia-owned stations, and stations represented by CBS Radio Sales, will take place in the Carlton Suite, Ritz-Carlton Hotel, New York, Sept. 18-21.

Purpose of meetings is to discuss mutual problems and future plans for CBS stations and affiliates. This year for the first time, both AM and TV matters will be discussed, with spotlight on CBS color TV system demonstration on Tuesday.

CBS top executives attending the meetings will be:

Frank Stanton, president; Joseph H. Ream, executive vice president; Adrian Murphy, vice president and general executive; Peter C. Goldmark, vice president in charge of engineering research and development; Hubbell Robinson Jr., vice president in charge of network programs; J. Kelly Smith, vice president in charge of station administration; J. L. Van Volkenburg, vice president in charge of network sales; Louis Hausman, vice president in charge of sales promotion and advertising; Carl Burkland, general sales manager, Radio Sales; Edward Degray, executive assistant to J. Kelly Smith; Oscar Katz, director of research; Edward Shurick, AM market research counsel; Arthur Duram, TV market research counsel; Edward Wood, general manager of the Housewive Protective League Program Services Inc.

Station Personnel

Columbia-owned stations personnel attending the sessions includes:

John Ackerman, assistant general manager, WBBM Chicago; E. H. Shomo, general manager, KMOX St. Louis; Merle Jones, general manager, KNX Los Angeles, and Columbia Pacific Network; Harold E. Fellows, manager of New England operations; Wilbur Edwards, assistant general manager, WEEI Boston; G. Richard Swift, general manager, WCBS-AM-TV New York; Arthur Hull Hayes, vice president in charge of San Francisco office and KCBS; Eugene Wilkey, general manager and, Carl S. Ward, assistant general manager, WCCO Minneapolis-St. Paul; Edwin Buckalew, general sales manager, KNX and Columbia Pacific Network; Don Miller, sales manager, WCBS New York.

CBS Radio Sales personnel attending will be:

Fred Mahlstedt, general service manager; Gordon Hayes, Western Radio Sales manager; Sam Digges, Chicago TV sales manager; H. H. Holtshouser, Southern Radio Sales manager; William Shaw, Eastern sales manager-AM; George Dunham, Eastern sales manager-TV; Ralph Patt, sales manager, Detroit office; Herbert Carlborg, manager of Radio Sales development, AM and TV.

Radio Sales affiliates personnel attending will be:

Richard Evans, general manager and Frank McLatchy, sales manager, KSL-AM-TV Salt Lake City; Thad Holt, president, C. P. Persons, sales manager, and Lionel Baxter, program manager, WAPI and WAFM-TV Birmingham; Joseph Bryan, president, Charles Crutchfield, vice president and general manager, and Keith Byerly, general sales manager, WBT and WBTV (TV) Charlotte, N. C.; Donald W. Thornburgh, president, John de Russy, director of sales, and Robert McGredy, assistant director of sales, WCAU-AM-TV Philadelphia; Barron Howard, business manager, and James Clark, sales manager, WRVA Richmond, Va.; John Hayes, general manager, and George Hartford, sales manager, WTOP-AM-TV Washington.

NJBA INSTITUTE

Mitchell Speech Scheduled

MAURICE B. MITCHELL, manager of new sales development for NBC, will speak at the third annual radio institute, sponsored jointly by the New Jersey Broadcasters Assn. and Rutgers U. at Asbury Park, Sept. 28-29.

In addition to Mr. Mitchell's talk, the institute program will include clinics on radio sales, news and programming and a discussion of the role of New Jersey commercial radio stations in the state's civil defense plan.

Carl Mark, president of NJBA, announced members will hear a report on progress in linking their stations to the state's civil defense program. James Howe, general manager of WCTC New Brunswick and NJBA civil defense coordinator, will report on an FM relay system geared to blanket the state in an emergency. In addition, Dr. Elmer C. Easton, dean of Rutgers college of engineering, will speak on "Engineering Research at Rutgers." New officers also will be elected during the two-day meeting.

DRUG SALES PLAN

Transit Backs Campaign

A UNIQUE advertising and merchandising plan, with Washington Transit Radio (WWDC-FM) and the Washington drug trade participating, will be launched in the capital next month.

Beginning Oct. 16, Washington Transit Radio will establish two half-hour periods daily, Monday through Friday, to be known as *Your Drug Store Hour*. Participating in the program are the District of Columbia Pharmaceutical Assn., Washington Transit Radio and three drug wholesalers—The Henry B. Gilpin Co., The District Wholesale Drug Co. and the Washington Drug Exchange.

During these time periods, advertisers of drug products or items sold in drug stores are offered participations and each advertiser has an exclusive franchise for the duration of his contract, it was explained. In addition, the association announced, store members have submitted written agreements to the effect that they will set up permanent island displays of all Transit Radio advertised products.

"MARTHA'S CUPBOARD"

(FEATURING MARTHA BOHLSEN)

with the Hard-selling 4-way

WOW FEATURE FOODS

Merchandising Plan

Now is available to advertisers of acceptable non-competing Products sold in Foods stores

- Minimum Contract two participations per week for 13 weeks.

Rate per participation — $46.75 (with 5% off for 4 or 5, and 10% off for 6 participations, per week).

DON'T DELAY...Get Full Information NOW

RADIO WOW SALES

Insurance Bldg., Omaha, Telephone WEbster 3400

FRANK P. FOGARTY, *General Manager*

LYLE DeMOSS, *Ass't. General Manager.*

Any John Blair Office

NIELSEN BLAST

Charges Hooper, Pulse 'Incompatible'

BLASTING basic techniques used by two other radio survey organizations—Hooper and Pulse—A. C. Nielsen, president of the Chicago market research firm of the same name, last week asserted again an inherent incompatibility between the two systems. He also deplored the fact that many radio executives fail to see "the vast difference between these two yardsticks."

Prompted to comment on the services after the trade controversy on radio ratings which was initiated by KJBS San Francisco, Mr. Nielsen released a lengthy letter to radio and television publishers in which he outlined fallacies in the proposal for a comparison of the two ratings in the area covered by KJBS.

In addition to pointing up what he believes to be marked differences in the systems which make them "impossible" to compare, Mr. Nielsen added that neither of the techniques "can measure the audience reached by a station." Conceding that many industry persons recognize the difference "arising from the reliance which Pulse places on the memory of one person in each family who is interviewed," Mr. Nielsen believes many "underestimate or neglect entirely certain vital factors."

Cites Phone Limitations

Primary among these are "the limitation of Hooper to homes having telephones" and the fact that there will "never be any reasonable agreement between Hooper and Pulse figures as long as Hooper measures the 'average' or 'coincidental' audience while Pulse measures the 'total' audience." Mr. Nielsen explained the "average" measurement of Hooper "is the only type possible with the coincidental system, and that employed by Pulse is the only type possible with the roster recall system."

Nielsen's research with the Audimeter over the past 10 years "has demonstrated clearly" that telephone and non-telephone homes are "radically different" in working, living and listening habits and in program preferences, he said. "Differences are so great that even in cities where telephone ownership is rather high, errors for many programs are quite substantial."

Explaining that Hooper measures the audience at the average minute during a show while Pulse measures number of homes that heard any portion or all of a program, Mr. Nielsen said "total audience will generally be 25 to 75% higher than average audience, with the difference often exceeding 100%."

"Therefore, Pulse starts with a theoretical level 25 to 75% higher than Hooper," Mr. Nielsen said. The "pluses" are somewhat offset by the loss-of-memory factor and the fact that Pulse interviewees may not know of all the listening done by other members of the family, he said. Because these two offsetting elements create errors that often vary widely from show to show, "it is a mere coincidence when one of these errors balances the other and results in substantially equal ratings for the two systems."

Scope of Coverage

Mr. Nielsen claims neither system can measure station audiences to begin with "because they can't reach the entire area served by the typical station." To point up the fact that much listening takes place outside the metropolitan and suburban area, he noted the case of one station in San Francisco where only 26% of the daytime and 37% of the nighttime audience live within a 50-mile radius. Therefore, "it is utterly impossible to get a sound comparison between stations from any measurement which is limited to the principal city and its suburbs."

The president of the market research firm added that the situation is complicated further because "as you move further away from the central city, stations in that city encounter more and more competition from stations in other cities, thereby getting lower percentages of total listening."

Mr. Nielsen expressed surprise at the "very few stations which appreciate the extent to which they are short-changing themselves by confining measurements to the home city and suburbs."

"How they can afford to do this is a mystery to me, because one of the great advantages of radio over television lies in the former's ability to reach out over a greater area. Instead of taking advantage of this quality of radio, most stations allow their audiences to be measured in the central city and telephone home areas where TV has made the greatest inroads on radio.

"The sooner they wake up, the better it will be for them, the radio industry and the advertisers and agencies who want the truth about audiences," Mr. Nielsen charged.

For these reasons, he concluded that any test of audience measurement service which "is confined to the central city and suburbs is licked before it starts."

August Box Score

STATUS of broadcast station authorizations and applications at FCC as of August 31 follows:

	AM	FM	TV
Total authorized	2,315	715	109
Total on the air	2,159	680	108
Licensed (All on air)	2,145	503	52
Construction permits	170	211	57
Conditional grants		1	
Total applications pending	1,000	137	407
Requests for new stations	281	16	354
Requests to change existing facilities	246	35	19
Deletion of licensed stations in August	1	2	
Deletion of construction permits	2	7	
Deletion of conditional grants		1	

John Ravenel

FUNERAL services were to have been conducted Saturday for John Ravenel, 37, writer and producer at McCann-Erickson, Chicago. Mr. Ravenel died Thursday morning after a one-week illness with intestinal flu. In 1947 he came to McCann-Erickson as a writer for Standard Oil of Indiana, Bell & Howell and International Harvester. Early this year he took over some production duties on the Wayne King TV show before taking a three-month leave because of illness. His wife and two children survive.

ZENITH SALES UP

McDonald Cites Korean War

ZENITH Radio Corp., Chicago, reported its "usual seasonal pickup" after Aug. 1 in radio and TV products was intensified this year "by the psychological effect of the Korean war" and consumer interest in new company developments. This was revealed last week by President Eugene F. McDonald Jr., as he recorded estimated net consolidated profits for Zenith and its subsidiaries during the three months ending July 31 at $766,954. This is after $530,936 income tax, depreciation, excise taxes and "reserve for contingencies," he explained.

Company plants "are operating as close to capacity as permitted by the critical situation on some scarce parts and components," and Zenith, which is allocating radio and TV set production, is scheduling operation in all plants "at full capacity for the next several months," Comdr. McDonald said.

Consolidated sales for the three-month period were $17,739,857, contrasted with $12,603,524 for the same quarter last year.

AFTER closing a 52-week contract for Margo Wines' sponsorship of the *Radio Newsreel* on WWSW Pittsburgh, congratulations are exchanged among (l to r): Ben W. Muros, WWSW president; Max Keyser, Pittsburgh area representative of Margo Wines, and O. M. (Pete) Schloss, president and general manager, WWSW.

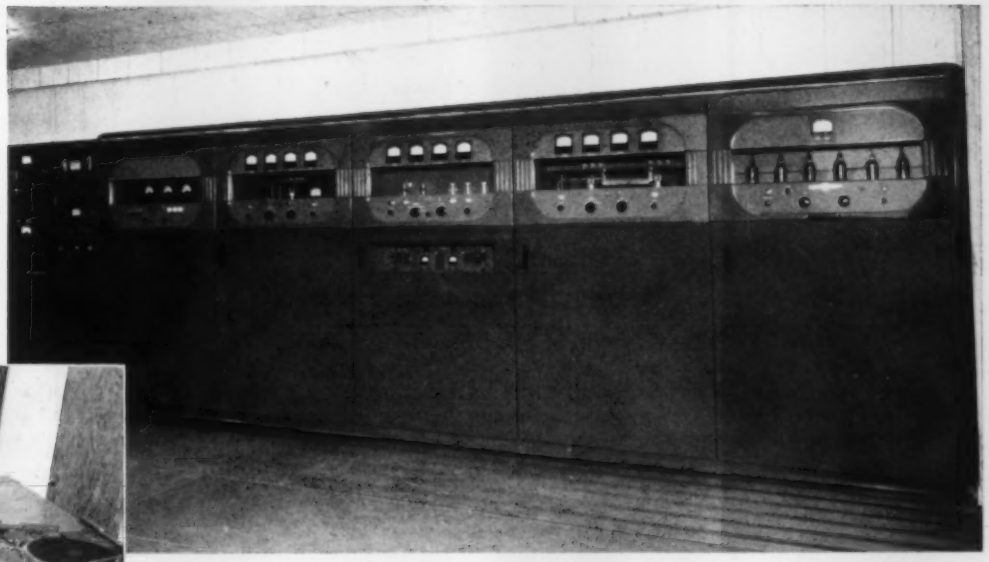
OVERSEAS NEWS

Recording Blocks Erased

PRESIDENT Truman's signature on two bills recently passed by Congress this session wiped away blockages which have existed at customs for incoming overseas news recordings for both radio and television use [BROADCASTING, Aug. 28].

The amendments to the 1930 Tariff Act simplify customs collections on sound recordings taken for radio, television and/or newsreel broadcasts, while exempting the latter from the customs duty. Effect of the new laws will be to speed up incoming news tape and disc recordings from radio correspondents abroad, particularly applicable now because of the increasing importance of foreign news.

WOSC Fulton, N. Y., Sept. 8 covered N. Y. State junior baseball finals at Ebbetts Field, Brooklyn, between Fulton Kiwanis team and Metropolitan New York winners.



New Collins 21B/L/5/10 kw AM transmitter installation at KFJI, Klamath Falls, Oregon

KFJI's new Collins 212A speech input console

28 years' experience dictates Collins

There is a world of significance in this letter, recently received from Mr. Jack Keating, Business Manager of KFJI, Klamath Falls, Oregon:

"Both Mr. W. D. Miller, owner of KFJI, and myself have been pleased with the operation of the new 21B/L/10 kw transmitter which has been in operation in our new Skyline Studios since April 29 of this year. Our engineer, Wm. P. Grimes is most enthusiastic with the ease of operation and the really surprising coverage we now have.

"All thruout Central, Southern and Eastern Oregon and in Northern California our signal is excellent. Much of this area never had satisfactory radio reception at any time. We are receiving 'fan' letters that have all the spontaneity of the early days of radio.

"KFJI is one of the oldest stations in the country, having been granted its license in 1922. It was located in Astoria, Oregon, at that time and was not moved to Klamath Falls until 1931.

"Mr. Miller and I gave careful consideration to the leading transmitters on the market and, along with Mr. Grimes, were unanimous in choosing the Collins equipment. Its excellent engineering, the ease of access for servicing and its fine appearance combined to make the transmitter we felt was best for us."

Get in touch with your nearest Collins office regarding your equipment needs.

FOR BROADCAST QUALITY, IT'S...

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

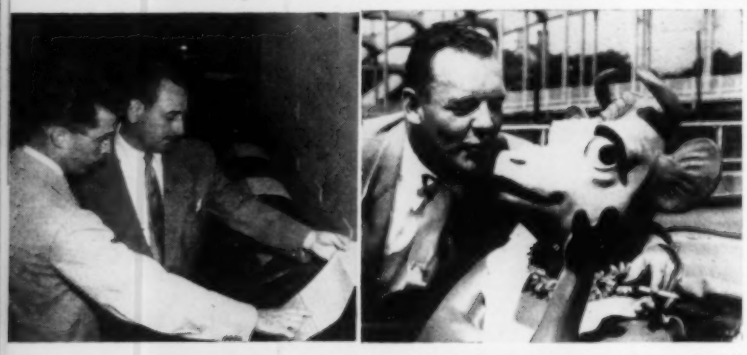
11 W. 42nd St. NEW YORK 18	2700 W. Olive Ave. BURBANK	1330 N. Industrial Blvd. DALLAS 2	Dogwood Road, Fountain City KNOXVILLE	417 Rosalyn Ave. DAYTONA BEACH

OUTLINE of a Chicago Ford Dealers' news show is given by WBBM Chicago Newsman John Harrington (3d l), to (l to r) Ralph Brent, WBBM sales manager; Ralph Hirschberg, Chicago Ford dealer and chairman of the local Ford Dealers' Advertising Fund, and C. S. Potter, account executive, J. Walter Thompson.

ON the occasion of the 2,500th broadcast of *Lawrence's World News* on WSAZ Huntington, W. Va., Marshall Rosene (r), general manager of WSAZ Inc., congratulates Sam S. Lawrence, owner of Lawrence's Drug Store and sponsor of the show. The news program is presented daily, 12:55-1 p.m.

CALLED to active duty with his Marine Reserve unit, George Winters (r), announcer and newscaster at WCKY Cincinnati, is presented a farewell gift check by Charles H. Topmiller, manager of the L. B. Wilson station. Mr. Winters holds the rank of field music corporal and saw Marine service during the last war.

IT seems to be case of deep affection between Borden's "Elsie the Cow" and Leonard E. Nasman, commercial manager of WFMJ Youngstown, Ohio, as Borden closed an arrangement to sponsor three quarter-hours of *Tello-Test* per week (Mon.-Wed.-Fri., 1:30-1:45 p.m.) on a 39-week contract.



THE news that goes into *Tomorrow's News Tonight*, sponsored on WBAL Baltimore by Bond Clothing Store, is discussed by Nat Gilbert (r), Bond store manager, and Joseph Croghan, WBAL newscaster and sports expert who has been signed for the thrice-weekly series (11-11:10 p.m.).

WINNER of the "Mrs. Connecticut" contest sponsored by WLIZ Bridgeport, Conn., and Tri-County Willys Agency, Mrs. Frances G. Buonanno is congratulated by Mayor Jasper McLevy. Smiling approval are Philip Merryman (l), pres., WLIZ, and Allan Kaufman, pres., Tri-County Willys Agency.

VOICE FUNDS

Quick Approval of Budget Is Indicated

THE CONGRESSIONAL indicator last week pointed to speedy approval of funds to pay for an expanded Voice of America.

The Senate Appropriations Committee voted the full amount for the State Dept.'s radio arm as spelled out in the supplementary appropriations bill for fiscal 1950-51. The Senate passed the measure late Thursday and sent it to joint conference.

Enaction of the funds bill would allot $48,890,000 for the U. S.'s stepped up international radio offensive. Combined with regular expenditures of Voice, the total outlay would near $60 million, a record appropriation [BROADCASTING, Sept. 4].

At the same time, the Senate restored a previous cut made by the House of those portions of the State Dept.'s international information program involving libraries, motion picture film and the interchange of students.

The additional funds for Voice earmark $7,602,000 for radio broadcasting and $41,288,000 for construction of six high power radio stations. Overall figure, close to that recommended by President Truman, is an estimated $97,212,000 for the State Dept.'s propaganda effort.

Action by the upper chamber was received in official Washington as evidence that the Voice now is considered an essential weapon in the war of ideas. Neither the House nor the Senate unit altered any item specifically designated for the Voice of America program.

Awareness of Voice

As seen in the testimony delivered before the Senate group in hearings held late this summer and ending the first week of September, lawmakers are becoming increasingly aware of the Voice program.

The testimony released last week revealed that Secretary of State Dean Acheson had underscored the lag in our Voice program as compared with radio broadcasting efforts of the Russians.

Secretary Acheson said: "Many commercial products in this country have had more funds available for advertising than we have applied to this vital function of getting an accurate picture of America to the people of the world."

Highlights of Secretary Acheson's testimony included these revelations:

● Voice has been a "vital part" in America's expanded effort to assure psychological victory in the Korean issue. Words spoken at the UN Security Council meeting in New York by the American representative, Warren Austin, are carried by 38 shortwave transmitters to a potential audience of 300 million listeners all over the world. Broadcasts are in 24 languages including Russian and Korean.

● Seventy Voice transmitters are pitched against more than 250 transmitters being used by Russia to jam the broadcasts. Another 50 Russian transmitters are employed to carry Soviet propaganda. Compared to 200 program hours a week carried by the U. S., the Russians are beaming more than 500.

● New funds for Voice will permit it to "blast the truth through the barriers which have been thrown up against it." With additional monies for broadcasting, Voice will be able to balance the programming scales now tipped heavily in favor of the Soviets.

Questioned by Senators on a reported lack of adequate radio receivers in Russia and other iron curtain countries, Assistant State Secretary for Public Affairs Edward Barrett declared that there are some 4-5 million sets in Russia today capable of receiving Voice broadcasts. These figures, he said, were estimates from British experts, BBC and others.

Russian Reception

Secretary Barrett added that U. S. estimates, based on intelligence, embassy reports, and the Russians' own commercial figures, show 3.5 million sets out of 4 million can receive Voice messages.

He pointed out that radio is the only medium left for the State Dept. to carry forward its information program in "critical areas" and in iron curtain countries.

Sen. Kenneth S. Wherry (R-Neb.) brought up the question as to what material actually does get behind the iron curtain, asking for samples of radio scripts used at the outbreak of hostilities in Korea. Secretary Barrett promised to supply samples and under further questioning assured the committee that the State Dept. has a monitoring system and other "safeguards" for all material broadcast.

Also revealed by Secretary Barrett at the committee's hearings was the availability of a building in New York which would house all Voice offices in that city at a cost of $3 million instead of the $7 million total previously estimated.

On the Senate floor Wednesday, Sen. William Benton (D-Conn.) produced letters to show that many Voice broadcasts in the Russian language are aimed at the sophisticated, intellectual and ruling groups in the Soviet Union.

Nussbaum Hospitalized

COL. HOWARD NUSSBAUM, consultant to National Security Resources Board Chairman W. Stuart Symington, enters Walter Reed Hospital, Washington, today (Monday) for further surgery and checkup. He had been hospitalized following a leg injury sustained in a military plane accident in January 1949 and left the hospital several months ago to join NSRB.

WKMH 'Quad-header'

BY broadcasting four baseball games in one day a fortnight ago, WKMH Dearborn, Mich., claims a record. In the afternoon, Frank Sims reconstructed the Cleveland and New York doubleheader. This was followed by the doubleheader at night between Detroit and Washington. Because of hot contention for the American League pennant, WKMH reported the broadcasts have attracted wide attention in the Detroit area.

WJMR CHANGE

FCC Gives Initial Approval

WJMR New Orleans, 250 w daytime outlet on 990 kc, would be granted change in facilities to 250 w fulltime on 1450 kc according to recommendation of an initial decision reported by FCC last Monday. Competitive new-station bids of Royal Broadcasting Corp., New Orleans, and Gretna and Lower Coast Radio and Broadcasting Co., Gretna, La., would be denied.

Hearing Examiner Jack P. Blume preferred granting WJMR's application since it was an existing station seeking to improve its facilities and service to the community. Slight daytime interference would be caused to WBSR Pensacola, Fla., the record found.

The examiner found Gretna and Lower Coast Radio and Broadcasting Co. not qualified to be a broadcast licensee because of the "generally careless, inept and unbusinesslike fashion in which the affairs of this corporation have been conducted since its inception." Violation of certain state corporation laws was cited by the decision as well as the manner in which Gretna presented its case to the Commission.

Royal Broadcasting is owned equally by Hugh M. Wilkinson, Sr., local attorney and counsel for WNOE there, chairman of the board; his sons, Hugh M. Jr. and James III, attorneys, president and secretary respectively; Rep. F. Edward Hébert (D-La.), vice president; Brig. Gen. Raymond F. Hufft, Adjutant General of State of Louisiana and former vice president and general manager of WNOE, treasurer.

Gretna and Lower Coast Radio is composed of Armand F. Truxillo, hotel and apartment operator, president and 40% owner; Abraham Solomon, real estate investments, vice president and 40% owner; and Charles A. Schmid, Gulf Radio School instructor and owner of a local wired music service, secretary, general manager and 20% owner.

WLOU Louisville cited for "splendid cooperation" in broadcasting public service shows on recruiting for Army and Army Air Force.

GOLDMARK NAMED

Appointed CBS Vice President

DR. PETER C. GOLDMARK, under whose direction the CBS color television system and Columbia Records Inc. long-playing records were devoloped, last week was elected vice president in charge of engineering research and development. Dr. Goldmark has been director of CBS laboratories.

Dr. Goldmark

In announcing his election as vice president, Frank Stanton, CBS president, said it was "not only a recognition of his outstanding contributions in the field of electronics. It also takes cognizance of the fact that color television has now reached a stage of major significance in the communications field."

Dr. Stanton said the Sept. 1 FCC report "was a long step toward the final adoption of CBS color television for broadcasting," and that "the recent arrangement concluded between CBS and Remington Rand for the production of color television equipment for industrial use assures widespread application of Dr. Goldmark's work in many other fields."

Dr. Goldmark joined CBS in 1936 [see OUR RESPECTS TO, BROADCASTING, Sept. 11] and since then has been in charge of the CBS laboratory staff.

KCMO STUDIOS

Acquires Crown Drug Bldg.

PLANS to move KCMO Kansas City to new, larger quarters consolidating AM and FM operations were announced last week by Tom L. Evans, president of KCMO Broadcasting Co.

KCMO has purchased the Crown Drug Co. warehouse and office building at 31st and Grand Ave. in which the station's KCMO-FM transmitter presently is located, Mr. Evans said. Regular AM studios will be moved to the new site after the building is completely modernized and equipped. Cost of the improvement was given at $200,000.

Remodeling contract has been let with work expected to start about Nov. 1. Occupancy is expected by April 1 of next year. The building has about 14,000 sq. ft. of floor space.

Holmes To W&L

ERNEST A. HOLMES, formerly research director of Young & Rubicam, New York, joins Warwick & Legler, New York, as research director. Harry Way, previously in charge of research, is now director of media. Lester M. Malitz continues as vice president in charge of media.

$1,500 inventory abolished — at a cost of $4.46!

With more than 700 vacuum tubes needed by industry, a tube distributor would find profits consumed by 100% inventories. But by ordering tubes as needed via Air Express, he holds stocks to 25%. Example: Orders $1,500 tube at 9 A.M. from supplier 900 miles away. Delivered to customer 6 P.M. same day. 16 lbs.: cost, $4.46.

Remember, $4.46 *included* speedy pick-up and delivery service, too. *More* protection, because you get a receipt for every shipment. Air Express is the *world's fastest* shipping service.

Your Air Express shipments go by the Scheduled Airlines direct to 1300 airport cities; fastest air-rail for 22,000 off-airline offices. Shipments keep moving with 'round-the-clock service.

Facts on low Air Express rates

19 lbs. of machine parts goes 600 miles for $3.54.
9-lb. carton of new styles goes 1400 miles for $3.99.
(Every kind of business finds Air Express pays.)

Air Express gives you all these advantages: Special pick-up and delivery at no *extra cost. You get a receipt for every shipment* and delivery is proved by signature of consignee. One-carrier responsibility. Assured protection, too—valuation coverage up to $50 without extra charge. Practically no limitation on size or weight. For fast shipping action, phone Air Express Division, Railway Express Agency. And specify "Air Express delivery" on orders.

SPECIFY AIR EXPRESS
AIR EXPRESS
GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE
SCHEDULED AIRLINES OF THE U.S.

RICHARDS CASE

Witnesses Appear for KMPC

MORE THAN a dozen witnesses testified on behalf of G. A. (Dick) Richards last week in FCC's protracted hearing on charges that the station owner ordered newsmen to slant news according to his personal beliefs.

The group included California's lieutenant-governor, former newscasters and commentators on Mr. Richards' KMPC Los Angeles, advertising agency executives, a World War II admiral and Los Angeles civic leaders. The hearing, being held in Los Angeles before FCC Examiner James D. Cunningham, involves the license renewals of the Richards stations —KMPC, WJR Detroit, and WGAR Cleveland.

Lt. Gov. Goodwin J. Knight, who for several years was moderator of the weekly *Open Forum* on KFAC Los Angeles and subsequently KMPC, testified Wednesday that Mr. Richards was patriotic and civic minded and that his station treated all religious and racial groups fairly and impartially.

Under questioning by FCC General Counsel Benedict P. Cottone he said his testimony was based on "what I saw, what happened on *Open Forum*, and my personal contacts," and that he had no direct knowledge of Mr. Richards' or KMPC's news handling.

Mr. Cottone showed him a memo from KMPC General Manager Robert O. Reynolds to Mr. Richards which said the station's policy was to secure a new administration. Mr. Cottone wanted to know whether this affected Mr. Knight's testimony on fairness and impartiality. Mr. Knight said it would not—that he thought a station had the right to support one set of political candidates so long as the other side was not denied the use of station facilities.

Earlier Testimony Cited

The general counsel cited earlier testimony of Vance Graham, former KMPC news editor, that he had kept the Roosevelt name out of KMPC news for a month and was complimented for it. If there were "enough such incidents," Mr. Knight said, "my testimony would be changed."

"I would know that they made a mistake if it was shown to me that this was the practice, or the Roosevelt family was damaged—then only would I change my opinion," he asserted.

As the number of KMPC witnesses mounted, Mr. Cottone offered numerous objections to the "reputation" testimony being given, but was over-ruled by Examiner Cunningham. Although Mr. Richards is the licensee, he said, the "station belongs to the people of the community" and "it is important that the Commission be shown what they think about it."

This ruling came Thursday after George Irwin and Phil McHugh, former owners of Irwin-McHugh Adv. but now operating separate agencies, testified on the basis of their personal experiences with the station and discussions with listeners, associates and clients that KMPC has a good reputation.

Mr. Cottone wanted to know whether their business dealings with KMPC influenced their testimony, and asked for records showing all compensation derived by each of them from KMPC business. When they declined, Examiner Cunningham ruled that they must respond to subpenas and produce the records.

Barton A. Stebbins, head of his own agency, testified that KMPC compared favorably with other stations and newspapers in the handling of news.

World War II Admiral Jesse B. Oldendorf, who said he had known Mr. Richards for 25 years, told Examiner Cunningham that the station owner "is not prejudiced with regard to any group, race, or party, but he is very prejudiced against Communists. At times I thought he overdrew the Communist picture, but subsequent events proved him to be right."

Conflict between portions of the personal testimony of one witness and a 1948 affidavit which he gave to FCC investigators developed when Frank E. Hemingway, who broadcast over KMPC in 1945-47, testified that so far as he knew KMPC newscasts were not slanted when he worked there.

1948 Affidavit

General Counsel Cottone produced his 1948 affidavit and read from it: "In my opinion in regard to the overall picture of the news that went out over KMPC, such news was often slanted and of a bias nature, with result that the listener would receive a one-sided picture of the news."

Mr. Hemingway said that this represented his impression "at the time" and was substantially correct, but did not apply to his own newscasts. He said it had been so long since he made the affidavit that he was not able to remember fully what it contained, and that if there were inconsistencies he wanted his testimony under examination by Joseph Burns, associate counsel for Mr. Richards, to "prevail."

When Mr. Cottone wanted to know whether his memory was better now than in 1948, he replied negatively, but said he hadn't realized "that this affidavit would be so important."

Mr. Hemingway said he didn't think Mr. Richards was antisemitic, which prompted Mr. Cottone to quote his affidavit saying that "it seemed clear to me that Mr. Richards was violently antisemitic and wanted to get that across to the public if it was possible."

He said he was not employed by KMPC but by his sponsor during the period of his broadcasts on KMPC, and that therefore he took orders from the sponsor and the agency handling the account. He said his newscasts were completely unbiased and that Mr. Richards never told him to slant news, but conceded that his affidavit was accurate when it said he had the impression that Mr. Richards wanted certain persons and items "played up" and others "played down."

Hetherington Testimony

Keith Hetherington, KMPC announcer for about three and a half years ending in May 1949, said he occasionally broadcast news but never received instructions about "treatment of the news." He said KMPC had a good reputation for fairness and impartiality, and that he had "no knowledge of Mr. Richards carrying on regular conversations with newscasters."

Five other witnesses appeared at last Tuesday's session in support of KMPC, testifying to KMPC's cooperation with civic projects as well as its handling of news and commentaries. These were:

Jeanne Gray, who conducted *Woman's Voice* on KMPC daily for about two years ending in November 1949, and who now broadcasts it on KTTV (TV) Hollywood; Richard E. Messer, head of Ben Productions, Hollywood program packagers and advertising agency; Doyle J. Osman, former KMPC account executive and now sales engineer with Musicast Corp.; Brig. Gen Junnius Pierce (Ret.), world affairs commentator who was heard on KMPC in 1946, and Fred L. Slack, director of the Hollywood Boys Club.

Mr. Cottone showed the Hemingway affidavit against KMPC news handling to Mr. Osman and Gen. Pierce and wanted to know whether it affected their testimony that KMPC was considered fair and impartial. They said it did not.

In an argument which ensued when Mr. Cottone showed the affidavit to Mr. Osman, Attorney Burns requested that the hearing be recorded, on grounds that the stenographic record could not reflect the atmosphere of the sessions and the attitude of FCC

Cream of Crop

THE *Cisco Kid*, Frederic W. Ziv Co.'s syndicated-transcribed radio program, apparently has a magnetic appeal to the smaller dairy interests of the country, with an outstanding number reported sponsoring the program this fall. Company reports at least 19 dairies throughout the nation already airing or presently preparing to present the show.

WOC

FIRST in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. 1420 Kc. • **WOC-FM** 47 Kw. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

WOC-TV Channel 5
22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 18,000 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

Basic NBC Affiliate
Col. B. J. Palmer, President
Ernest Sanders, General Manager

DAVENPORT, IOWA
FREE & PETERS, Inc.
Exclusive National Representatives

counsel. Mr. Cottone retorted that Mr. Burns' claim was completely false.

Examiner Cunningham interjected that he had observed attorneys for both sides and was "satisfied that neither has any improper motives or has taken an improper action. All are zealous in behalf of their interest—the Commission counsel on behalf of the public and applicant's counsel on behalf of the applicant."

Other Witnesses

Others testifying in support of the KMPC operations included Fleetwood Lawton, news analyst who was heard over KMPC from December 1946 to February 1949; Don C. Martin, former KMPC newscaster, now head of Don Martin School of Radio Arts, Hollywood; Dr. Carl Wecker, general manager of the Hollywood Bowl Assn.; George Harshberger, 1943-46 promotion manager for the Southern California Area of the Treasury Dept.'s War Finance Division, who is now a Los Angeles advertising agency executive; Mrs. Kathryn Alexander, supervisor of radio and press relations for the Los Angeles Metropolitan Office, California State Employment Service; Dean Simmons, head of his own Hollywood advertising agency; Howard Tullis, head of Howard Tullis Co., Hollywood agency.

Hal Lamb

FUNERAL services for Hal Lamb, 48, WCAU-AM-FM-TV Philadelphia commercial representative, who died Sept. 7 in Graduate Hospital, Philadelphia, were held Sept. 9 at Chelten Hills Cemetery. Other positions Mr. Lamb held in the past 30 years in the advertising, radio and television sales fields included posts with KYW Philadelphia, Dorsey & Lamb Agency, and radio and TV director for Geare-Marston, Philadelphia advertising agency. He was a director of the Television Assn. of Philadelphia which he helped found.

WAVE Louisville recordings of Radio Moscow, illustrating Russian propaganda methods, being used by Thomas W. Bullitt, Louisville chairman, "Crusade for Freedom."

1879 G. A. C. Halff 1950

Mr. HALFF

* * *

G. A. C. HALFF, 70, San Antonio radio and television pioneer, died last Monday at a local hospital in the Texas city following a short illness. Mr. Halff was chairman of the board of Southland Industries Inc., which owns and operates WOAI-AM-TV San Antonio.

Founder of WOAI in 1922, Mr. Halff guided its development from a 500 w outlet to a 50 kw clear channel station. An NBC affiliate, WOAI was the first network station introduced to the city.

Last year, Mr. Halff was instrumental in establishing the first TV station for San Antonio—WOAI-TV. A pioneer in many business fields, he worked in the late '20s to link the AM station with NBC by telephone lines. Cables were installed at his own expense. The station claims to be the first to have paid talent for appearances on its programs.

Mr. Halff, who was born in San Antonio Sept. 20, 1879, was a member of a family which settled in the Lone Star State in 1842. He was known for widespread charitable and civic endeavor. His death preceded by two weeks the 28th anniversary of WOAI.

Among his business interests were the Blanco Oil Co., the W. K. Ewing Co., the South Texas Properties Co., ranching and real estate properties. He is survived by a nephew, Hugh A. L. Halff, president and general manager WOAI-AM-TV; a sister, Mrs. Cecile Sonnenthiel, New York, and five nieces.

RADIO AID

To Public Health Students

STUDENTS training for government positions as public health and sanitation specialists at the U. of Denver are required to enroll in at least one basic course in radio production or radio journalism.

Milton Miller, director of the public service program at the school, said the training is designed to give the students a better understanding of the medium as they may be placed in positions which require basic knowledge of publicity and public relations.

The department head also suggested that other educational programs, fitting students for public service, follow this procedure.

DISPERSAL PLAN

Senate Kills Truman Proposal

PRESIDENT TRUMAN'S proposal to shift into high gear the dispersal of key government agencies to Washington's suburbs met defeat in Congress last week as the Senate Appropriations Committee refused to allot $139,800,000 for the project [BROADCASTING, Sept. 11].

The money was to have been used to construct eight buildings in outlying areas at unspecified sites. Senators who voted against the proposal, said the negative attitude was taken because the measure came up when Congress was looking toward adjournment.

Legislators felt that the dispersal idea, resulting from a joint study by the National Security Resources Board, General Services Administration, and other departments and agencies, needed additional deliberation. Behind the proposed plan to disperse vital agencies is fear by defense officials that congested Washington would be a prime target area should an enemy attack by air.

General Mills Show

GENERAL MILLS, Minneapolis, for Red Band flour, will sponsor *The Cal Tinney Show*, transcribed program originating at NBC Washington, on an NBC split network of 11 southeastern stations. Show, aired five days a week, 11:30 to 11:45 a.m., CDT, starts today (Monday) for 52 weeks through Knox-Reeves Agency, Minneapolis.

JIMMY McPHAIL, winner of "Amateurs of 1950" competition conducted by Jackson Lowe, WWDC Washington disc jockey, booked into Washington's Howard Theatre Sept. 22 to sing with Duke Ellington's band.

KSWM
JOPLIN, MO.

REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

* This map shows airline miles to nearest metropolitan centers, asuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
Austin A. Harrison, President
CBS in JOPLIN, MO.
Nationally Represented by WILLIAM G. RAMBEAU CO.

A BIG PLUS FROM
WIBG
SPONSOR PROMOTION!

CAR CARDS

Car Cards . . . Big eye-catching posters publicizing WIBG programs—*with sponsor credit*—appear regularly throughout the year on street cars covering the city.

BILLBOARDS

Billboards . . . Over the entire area of the Philadelphia Market, hard-hitting, colorful 24-Sheet Posters promote WIBG features.

DIRECT MAIL

Direct Mail . . . Attractive, well-designed broadsides go out regularly to selected dealer lists, spotlighting a specific sponsor's campaign and urging aggressive store cooperation.

ON WIBG YOUR CLIENTS GET A BIG BONUS OF VIGOROUS SPONSOR-PROMOTION!

WIBG AM FM
DIAL 990
10,000 WATTS
PHILADELPHIA'S MOST POWERFUL INDEPENDENT
REPRESENTED BY
ADAM J. YOUNG INC.

Anti-Red Protests

(Continued from page 23)

until the invitations were out. One official in the industry, who chose not to be identified, took the view that companies not facing the problem in their "own yard" would hesitate before taking on the "troubles" of others.

AFRA's proposal was one of several developments in a week of heated discussion of the question of communism in radio and television.

1. ABC received a protest from an American Legion official in Chicago for hiring Gypsy Rose Lee to star on its forthcoming radio productions, *What Makes You Tick.* Protest was on the grounds that her name was listed in *Red Channels,* the controversial publication that has been the basis for most protests against performers.

2. Actors Equity Assn. Council, meeting in New York, adopted a resolution condemning the summary dismissal of performers on the basis of uninvestigated protests and specifically deploring the action of General Foods in dismissing Jean Muir.

3. Ireene Wicker, "The Singing Lady" of radio and television whose contract with the Kellogg Co. for appearance over WJZ-TV New York was cancelled last Aug. 6, announced that her listing in *Red Channels* was based on false information, and that she had been unable to obtain a correction from the editors of the book.

Edward J. Clamage, Chicago florist and chairman of the anti-subversive sub-committee of the Illinois American Legion's Americanism Committee, launched an inquiry about Miss Lee's "Communist connection" during the group's annual convention in Chicago Monday. He said he had wired Robert E. Kintner, president of ABC, asking if Miss Lee was going to be permitted to appear on the show. He told BROADCASTING he reminded Mr. Kintner that Miss Lee's "affiliations" were listed in *Red Channels.*

In reply, President Kintner sent the following telegram:

"Replying . . . following is a statement we have received from Miss Gypsy Rose Lee. If you have any evidence to the contrary, please advise me.

Lee Statement

" 'Gypsy Rose Lee, being duly sworn, deposes and says: I am not now and never have been a member of the Communist party, fellow traveler, sympathizer, or any one of the associated brand. My sympathies are completely and entirely opposed to everything that the Communist party and their ilk stand for. As an officer of a large trade union (AGVA) I made a loyalty affidavit which is a matter of public record. There are no qualifications to the statements I made under oath. I have played hundreds of benefits under the auspices of the Army, Navy, Marines, Red Cross, war bond drives, salvage drives, Community Chest, YMCA, etc.,—for Bundles for Britain during the Hitler-Stalin pact. I abhor totalitarians—whether red, brown, black—and their treacherous methods of guilt by smear and without trial. This way may be all right for Russia, but I hope not for us.' "

ABC, through a spokesman, announced that Miss Lee would go on as scheduled Sept. 23. The program will be heard Saturday, 9-9:30 p.m.

Gypsy Rose Lee netted four mentions in *Red Channels.* They, with the name of the allegedly Communist or Communist-front organizations, activity and source material, follow:

Hollywood Anti-Nazi League. Reported as speaker at meeting. "Red Decade," Eugene Lyons, 1941, p. 287.

Joint Anti-Facist Refugee Committee. Sent greetings. Dinner to honor Dr. Edward K. Barsky, Hotel Astor, New York City, March 20, 1950. "Daily Worker," 3-23-50, p. 4.

New York Council of the Arts, Sciences & Professions. Entertainer. Carnival and dance, Hotel Capitol, 3-25-50. "New York Compass," 3-22-50, p. 21.

League of American Writers: International Labor Defense. Auctioneer. Benefit books auction sale. "Daily Worker," 3-8-42, p. 8.

Although Mr. Clamage said Thursday he had spoken before the convention as an individual, he presented his statements at the convention as chairman of the anti-subversive sub-committee and is reported to have found no opposition from the delegates. His committee was later removed from its sub-classification to the Americanism Committee and was set up as a separate unit of six men with augmented powers.

WGN Chicago's farm directorship is discussed by Norman Kraeft (l), who assumed the post Sept. 11, and Program Director Bruce Dennis. Mr. Kraeft, a member of WGN's announcing staff for more than two years, succeeds Hal Totten who has been named manager of KOKX Keokuk, Iowa.

He told BROADCASTING he got Miss Lee's name from *Red Channels,* and had mentioned her to the convention because of the immediacy of "the problem" (show debut was only five days away). He said the Illinois Legion had not sanctioned *Red Channels* officially, nor had the national Legion to his knowledge.

He said he used *Red Channels* as his source because "it's the only publication that gives this type of information. Nothing else was available." Mr. Clamage said "it appears to be authentic because of the various sources from which the data is quoted."

Miss Lee's name was introduced before more than 1,000 state delegates during a "general discussion of subversive activities and Communism," Mr. Clamage said. "We may bring up more names later, but just now our plans are indefinite. We're testing reactions," he added.

Although the ruckus about Miss Lee was considered a local situation in Chicago, repercussions followed along several lines. BROADCASTING learned, for example, that Miss Lee was removed from the roster of one network TV show on which she was to have been a guest "until the whole thing simmers down." Another entertainer "active politically" was termed "the reddest kind of Communist" by an agency person who called a top executive of a Chicago station which carries the performer's show.

The *Chicago Sun-Times,* in commenting editorially on "Gypsy Rose and the Gossips," said: "Good, solid American horse sense is galloping to the rescue of the radio and TV industry to save it from the insidious activities of the gossip mongers who are swinging so wildly at communism they are knocking over some important American principles. . . . The industry has decided not to be panicked. . . . As we pointed out when Miss Muir was fired, private enterprise rests on the American system of respect for individual rights, this system is diametrically opposed to any system in which any person can be deprived of his rights or livelihood because of a gossip campaign."

Actors Equity Resolution

The Actors Equity resolution said that the "activities of certain individuals, groups, organizations and publications are in irresponsible fashion smearing the reputation of actors to an extent which is becoming alarmingly dangerous and prejudicial to the best interests of the members."

While going on record "firmly and unequivocally to condemn communism and fascism in all their respective forms and subterfuges," the council expressed itself as "fully convinced that the [government] is amply capable by and through judicial process of determining who is subversive, and who is not." It continued:

We stand completely behind our government in any and all proper action taken, or to be taken, by it to bring to justice persons, groups or organizations suspected of, or found guilty of, any subversive activity; and stand ready and willing to assist any duly authorized agency of the government.

We protest however with equal vigor and emphasis the fact that certain employers within the entertainment field have been, and are

WERD

Atlanta

860 Kcs 1,000 Watts

THE shortest route to the hearts and ears of 200,000 Negroes in the Greater Atlanta Trading Area

According to the Hooper Radio Audience Index for June, 8 A.M. to 12 Noon . . .

Network Station A	26.0%
INDEPENDENT WERD	17.5%
Network Station B	16.0%
Network Station C	13.0%

WERD, America's first and only Negro owned radio station, offers *YOU* the lowest "cost per thousand" in the ATLANTA AREA . . .

NATIONAL REPRESENTATIVE:

Interstate United Newspapers, Inc.

NEW YORK • CHICAGO • DETROIT

NRP

IF YOUR AM-TV-FM STATION NEEDS

promotional ideas sold to produce cash revenue of from $200 to $1,000 per week, Wire, Call or Write

Edgar L. Bill — Merle V. Watson

Julian Mantell, Sales Manager

NATIONAL RADIO PERSONALITIES

Peoria, Illinois — — Phone 6-4607

★ We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio and Television Stations from Coast to Coast than any similar organization in America.

allowing themselves to be, intimidated by a few private individuals, organizations and publications, who in the irresponsible manner of vigilantes have improperly assumed the functions of government and are thereby depriving members of their good names and stigmatizing them as disloyal without opportunity for refutation of such damaging insinuations and unsubstantiated allegations made against them, and are thereby preventing such members from the pursuit of their chosen profession and their ability to gain a livelihood therein.

We specifically condemn and deplore the action taken by General Foods in the dismissal of our member, Jean Muir, solely upon the reported allegation that the protests of a few individuals make her a controversial person, and therefore unfit to appear on a television program.

Following publication of the Equity resolution, Managing Editor Theodore C. Kirkpatrick of *Counterattack*, which published *Red Channels*, issued a reply. He said the resolution was obviously aimed at the anti-communist newsletter and he denied all its allegations.

Actors Equity Hit

Actors Equity Assn., he said, had "long had a problem" of Communist infiltration which it had been unable to solve. Its council had issued "an hysterical smear of anti-Communists organizations such as ours" instead of factual information of the kind supplied by *Counterattack*.

The council, he said, had never done anything to his knowledge to combat the anti-Communist blacklist which his publication knew to exist. As a consequence, he said, several Equity members had approached his office and requested that it publish a *Red Channels* for the theatre.

Equity President Clarence Derwent said no reply, if any were made, could be expected from the council until its meeting this week. "I know of no member of our council whom I could even suspect of being a Communist," he said. "All members of the council, as well as every employe of Equity, have taken a non-Communist oath."

Labor unions in the entertainment industry must insist on clearing "their own house" of "political subversion by Communists," according to Morris S. Novik, New York. They also must protect the civil rights of members, he said. Mr. Novik's protest against "self-appointed telephone brigades [who] are just as repulsive as Communist political picket lines" was sent to the Radio-TV Directors Guild, New York, of which he is a member. His comment dealt with the dismissal of Jean Muir from the cast of *The Aldrich Family*.

Miss Wicker, who claims that her listing in *Red Channels* was based on false information, is noted in the book only as follows:

Committee for the Re-Election of Benjamin J. Davis. Reported as sponsor. Artist Writers and Professional Division. "Daily Worker" 9-25-45.

As told to the *New York Post*, Miss Wicker said that she had never heard of Benjamin Davis until she saw *Red Channels*. She protested to Mr. Kirkpatrick, who told her the information was published in the *Daily Worker*, official Communist organ. Whereupon Miss Wicker's attorney obtained a court order to examine the nominating petitions of Davis to see if her name had been forged there. A search through approximately 30,000 names failed to locate it, she said. She is considering legal action against publishers of the book, she said.

When her program was cancelled, she said it had a rating of 15.5, one of the highest for children's programs in the industry. Since cancellation, no new sponsor had sought the program, she said.

Miss Wicker's only son enlisted in the Royal Canadian Air Force with her permission in 1940 when he was 17, and was killed in action two years later. She had just returned from a private audience with the Pope, from whom she received special papal blessings because of her programs for children.

'RED CHANNELS' ON RADIO CHANNELS

Kirkpatrick Quizzed on MBS' 'Reporters Roundup'

THE book *Red Channels* is not a publication to be followed blindly, one of its publishers, Theodore C. Kirkpatrick, told a panel on *Reporters Roundup* over MBS last week. All the book purports to do, he said, is to present information from the public records such as the *Daily Worker*, official Communist newspaper, and reports of the House Un-American Activities Committee.

What those records mean is a matter for the reader of *Red Channels* to figure out, he said.

Questioning Mr. Kirkpatrick, who is managing editor of *Counterattack*, anti-Communist newsletter, were James Wechsler of the *New York Post*, Frederick Woltman of the *New York World Telegram & Sun*, Jack Turcott of the *New York Daily News*, and MBS Moderator Everett Holles.

Information obtained from the *Daily Worker*, except its editorials, said Mr. Kirkpatrick, was not checked for accuracy. The possibility of the Communist party "planting" the name of a prominent person there for blackmail purposes, he said, "doesn't cross my mind."

Specifically he said that the name of Ireene Wicker had not been checked to ascertain whether in fact her name did appear on a petition for Benjamin Davis, Communist candidate for New York City Council, as the *Daily Worker* reported (see story page 23).

Both the American Legion and the American Civil Liberties Union (which do not often see eye-to-eye) are "pro-American" organizations, Mr. Kirkpatrick said in response to a question. The Civil Liberties Union announced two weeks ago it would undertake an investigation of Mr. Kirkpatrick's *Counterattack*.

Whether an employe is entitled to a hearing before being fired on suspicion of being a pro-Communist, he said, was not for his publication but for the employer to decide. Personally he felt an employe was entitled to a hearing.

(Jean Muir, it was recalled, was expelled from the cast of the *Aldrich Family* on NBC-TV by General Foods without a hearing.)

Mr. Kirkpatrick said his organization had been employed by several business firms to investigate communism, and also by the CIO.

Of the 151 persons listed in *Red Channels*, six protested to the publishers, he said. Between 4,000 and 5,000 copies of the book have been sold, he said, but he refused to give circulation figures on *Counterattack*. He said that information might be helpful to Communists.

F.Y.I. (for your information)...

Cities grow 'out' not 'up.' . . . Not reflected in population figures are the hundreds upon hundreds of new dwellings and miles of longstanding factory and residential areas unannexed by the City of Terre Haute, so it's a city of over 100,000 people, with 298,700 in the area, all potential listeners to WTHI, CBS plus top-flight local programming.

WTHI TERRE HAUTE INDIANA — REPRESENTED BY THE BOLLING CO. New York • Chicago Hollywood

Tobacco Radio Up

(Continued from page 23)

advertising, $4,076,436 in 1948, and $1,418,333 in 1939.

William Esty & Co., New York, is the agency.

American Tobacco Co. (Lucky Strike cigarettes) is currently sponsoring both *The Hit Parade* on NBC, 9-9:30 p.m. Saturday, and *The Jack Benny Show*, Sunday, 7-7:30 p.m. on CBS. Although the tobacco firm dropped *Light Up Time*, five quarter hours weekly on NBC last year, it has instituted a good sized spot announcement campaign this fall. Last year radio spots were not used. BBDO, New York, is the agency.

In 1949 American spent a gross total of $4,318,658 for network advertising as compared with $2,600,573 in 1948, $2,506,141 in 1939.

American Cigar & Cigarette Co. (Pall Mall cigarettes) continues for the fifth year to sponsor *The Big Story* on NBC.

Its spot campaign in radio is approximately the same as last year's. Sullivan, Stauffer, Colwell & Bayles, New York, is the agency.

Liggett & Myers (Chesterfield cigarettes) is sponsoring *The Bing Crosby Show*, Wednesday, 9:30-10 p.m. on CBS; *The Bob Hope Show*, Tuesday, 9-9:30 p.m. on NBC, and *Arthur Godfrey Time*, 11-11:30 a.m., five times weekly on CBS. Although the client dropped Perry Como on NBC last year and a half hour *Godfrey Digest* on CBS, the money was diverted into sponsorship of *The Bob Hope Show*. Cunningham & Walsh, New York, is the agency.

Liggett & Myers spent a gross of $5,228,772 for network radio in 1949 to lead the major cigarette companies. In 1948 its total was $5,043,752 and in 1939 $992,032.

Philip Morris Cigarettes, through The Biow Co., New York, will sponsor *Crime Photographer*, Thursday, 9:30-10 p.m. on CBS, for the second year and Horace Heidt, Sunday, 9:30-10 p.m. on CBS, for the fourth year. Another network show, *Truth or Consequences* on CBS, Saturday, 9:30-10 p.m., has been added this year.

Philip Morris had a gross network expenditure of $4,25,934 in 1949 and $3,844,044 in 1948. In 1939 it spent $1,216,166.

P. Lorillard & Co. (Old Gold cigarettes) continues sponsorship of a 15-minute segment of *Stop the Music* on ABC and the *Original Amateur Hour* on ABC. Firm also sponsors *Dr. I. Q.* on ABC for its Embassy cigarettes. Although Old Gold did drop *Party Time* on ABC, it was understood that the money went into television.

In 1949 P. Lorillard spent a gross of $2,122,871 as compared with $1,164,420 in 1948. In 1939 its gross total for network radio was $794,014. Lennen & Mitchell, New York, is the agency.

JUDGE
a station by the company it keeps

One of the nation's leading insurance companies, with a sizable advertising budget, uses 30 radio stations throughout the country. WINS is one of them, and is the only independent used in metropolitan New York. Why? Because low rate per thousand, plus response, makes WINS the perfect radio buy in this market.

Call your WINS representative . . . see him when he calls.

Buy WINS . . . it Sells!

WINS
50KW New York

CROSLEY BROADCASTING CORPORATION

WGBA PETITION

Answers Charges From WRBL

PLEA of WRBL Columbus, Ga., that the application of WGBA Columbus for increased power be set for hearing, was opposed Friday in a petition filed with the FCC on behalf of WGBA by William C. Koplovitz, of Dempsey & Koplovitz, Washington law firm.

The WGBA petition takes up in detail a series of WRBL charges that WGBA-AM-FM and the Columbus *Ledger-Enquirer* interests are misrepresenting their ownership status and discriminating against other Columbus stations [BROADCASTING, Aug. 7].

WGBA, now on 1460 kc 1 kw unlimited, directional day and night, seeks to increase day power to 5 kw nondirectional. WRBL operates on 1420 kc with 5 kw unlimited.

In answering claims of cross-talk interference if WGBA's power were increased, the station says WGBA's claims are vague and unfounded.

Going into common ownership of WGBA and the *Ledger-Enquirer*, WGBA explains Maynard R. Ashworth and A. H. Chapman, owning control in both, are top executive officials of both companies.

As to WRBL's charges of discrimination in refusing to publish its radio logs free, WGBA says the decision "was not made for the purpose of striking an unfair blow at the radio stations but was rather to bring the treatment of radio stations in line with the treatment afforded other persons who use the newspaper for the purpose of promoting and furthering their business interests."

Space Question

The *Ledger-Enquirer* offers Columbus stations space on favorable terms, WGBA contends, and WGBA pays for its space at rates available to competitors. It contends the newspapers actually give more free publicity to competing stations than to WGBA. The newspapers and WGBA do not have package rates, it is added, but compete in soliciting advertising.

In reply to WRBL's complaint that the *Ledger-Enquirer* logs list networks rather than stations, WGBA says many of the newspaper's readers live in areas where WRBL and WDAK Columbus cannot be heard. AP logs are used, it is explained.

WGBA contends WRBL misrepresented facts about *Cycle*, a weekly published by WRBL. WGBA says it doesn't care to pay $1.50 per inch to a "throw-away weekly tabloid, with a maximum initial circulation of 5,000, when it could purchase in the daily *Ledger* and *Enquirer* newspapers, with a combined circulation of approximately 40,000, at a cheaper rate." WRBL attaches exhibits purporting to show that recent issues of *Cycle* contains only WRBL program schedules and not any WDAK logs.

Other WGBA arguments deal with a *Ledger-Enquirer* camp publication titled *Bayonet;* writing off by the newspapers of WGBA space charges prior to October 1948; details of station identification in relation to common newspaper ownership; purported hostility of WRBL toward WGBA, with instances cited.

PARTY SLATES

Set for Nov. Elections

MAJOR party slates were just about completed in the country last week following primary elections which found two members of the Senate Commerce Committee renominated in their home states.

They were Sens. Charles Tobey, a New Hampshire Republican, and Walter Magnuson, a Washington Democrat.

As time for pre-election campaigning grew shorter, the 81st Congress zealously stepped up its actions on "essential" legislation and looked for at least a respite this month with a probable return after the November elections.

Delaying tactics on two measures, the "interim" tax bill and the security control package (see story this issue), however, momentarily hampered the "go home" movement.

In a sudden action, the House, taking the lead of an insurgent group, called upon Congress to start immediate study looking toward an excess profits tax. The move came after Speaker Sam Rayburn (D-Tex.) ruled out any attempt to write in the proposed levy while the measure was in joint conference. The "interim" bill would raise some $4.5 billion in revenue.

Sen Tobey, ranking minority member of the Commerce committee and active in radio affairs, squeezed through a close election with a formidable opponent, Wesley Powell, former aide to New Hampshire's other GOP senator, Styles Bridges. Sen. Tobey won by a slim margin of 1,127 votes.

Following the count of ballots, Mr. Powell demanded a recount. He had assailed Sen. Tobey during the campaign for the latter's "too liberal" policies and "Truman Republicanism."

In the state of Washington, Sen. Warren Magnuson, third ranking Democratic member of the Senate committee, was unopposed for the Democratic nomination.

WFBR-FM Closes

WFBR-FM Baltimore, which began operations Nov. 28, 1948, suspended operations Sept. 9. The announcement was made by John E. Surrick, vice president and general manager, who said the move was dictated by lack of interest in FM on the part of the public.

NARBA TALKS

U.S. Delegates Not Optimistic

NEGOTIATIONS for a new NARBA treaty were still in the perimeter stages late last week after a series of informal conferences and committee meetings which left U. S. delegates "unoptimistic" about the prospects of final agreement.

The week—second since the conference resumed in Washington Sept. 6 [BROADCASTING, Sept. 11]—was devoted to informal meetings among delegations of the six participating nations, plus a heavy round of committee sessions.

The respective positions of the participating countries were explored in the informal sessions, but the heavy task of working out acceptable engineering standards and negotiating satisfactory allocations of channels among the various nations had not been started on a conference level.

The differences between the U. S. and Cuba, which blocked achievement of a new NARBA at the Montreal sessions last fall and winter and could not be resolved in subsequent bilateral discussions in Havana early this year, appeared to many delegates to be little nearer solution now than they were at Montreal.

The initial discussions with Mexican delegates indicated, it was understood, that Mexico's requests are substantially unchanged from those she advanced during, and subsequent to, the 1947 pre-NARBA engineering conference. These reportedly involve insistence upon rights to four additional channels below 1000 kc—540 kc, which she already is using, and three others for which it is believed she might exchange existing higher-frequency rights or which she might accept on a "sharing" basis with stations in the U. S.

Mexican Cooperation Seen

In what observers took to be an indication of Mexico's desire to work out mutually satisfactory arrangements, Mexican authorities reported, meanwhile, that XENT Nuevo Laredo—whose operation on 1550 kc had been the subject of official State Dept. protests—has been taken off the air. The border station's interference with KENT Shreveport, La., has been singled out for attacks by Rep. Overton Brooks (D-La.) in Congressional speeches [BROADCASTING, Aug. 7].

The Conference's Juridical Committee, under the chairmanship of Jose Ramon Gutierrez, head of the Cuban delegation, undertook at Mexico's request to make a paragraph-by-paragraph review of documents previously adopted to govern procedure, and was reported to be progressing more swiftly than many authorities had expected. Mexico's desire to re-examine the procedural plans apparently stemmed from her non-participation in the Montreal conference where they were adopted.

No further plenary sessions have been scheduled. The only one thus far was that which opened the Washington phase of the conference. Commander C. P. Edwards, Canadian deputy minister of transport, is conference chairman, FCC Comr. Rosel H. Hyde is chairman of the U. S. delegation. U. S. spokesmen in the Juridical Committee were Joseph M. Kittner, assistant to the FCC general counsel, and Benito Gaguine, legal assistant to Comr. Hyde.

The conference's Technical Committee, under Comr. Hyde, convened to organize and make work assignments.

WGAR SALES

Garfield, Forker Named

JOHN B. GARFIELD, member of the WGAR Cleveland sales staff since 1940, has been named sales manager of the CBS outlet, according to a joint announcement by John F. Patt, president, and Carl E. George, vice president and general manager. It also was announced that Robert B. Forker has been appointed regional sales manager.

Mr. Forker

Mr. Garfield

Mr. Garfield, oldest member of the WGAR sales staff in point of service, is a native of Cleveland and a graduate of Kenyon College. Prior to joining WGAR he was with WIBX Utica, N. Y.; WHK Cleveland, and WBAX Wilkes-Barre. He served in the Navy and OSS during the war.

Mr. Forker also attended Kenyon College and was with Cleveland newspapers before joining WGAR in 1942.

WICA SUIT

Alleges Contract Breach

WICA Ashtabula, Ohio, filed suit against WWSW Pittsburgh and WEBR Buffalo last week, seeking $18,425.33 for alleged breach of contract.

WICA claimed this amount remains due under a contract in which WWSW and WEBR agreed to reimburse WICA for the additional cost of installing a four-tower directional array which would permit all three stations to operate on 970 kc.

The contract, WICA said, was the outgrowth of a 1946-47 FCC proceeding when WICA was seeking to go from daytime to fulltime on 970 kc and operate with 5 kw day and 1 kw night, and the other stations were seeking to move to 970 kc from other frequencies and operate with 5 kw fulltime, directionalized. Installation of a four-tower rather than two-tower array by WICA was necessary to accommodate WWSW and WEBR, the Ashtabula station noted.

WWSW and WEBR agreed to pay WICA $25,000 when all three applications were granted and in addition to reimburse WICA for the cost of its four-tower array in excess of the $20,000 estimated cost of the two-tower array it had planned, according to the complaint.

WICA said the $25,000 was paid after the grants were made but that the stations had since paid only $4,884.92 against a total additional expense of $23,310.25, so that $18,425.33 remains due. WWSW and WEBR have refused to arbitrate, the complaint charged.

The suit was filed by Eliot Lovett, counsel for WICA, in the U.S. District Court for the District of Columbia last Wednesday. WWSW and WEBR have 20 days in which to reply.

ABC
AMERICAN BROADCASTING COMPANY IN LOUISVILLE
WKLO
1080 Kilocycles
5000 WATTS-DAY
1000 WATTS-NIGHT
BALANCED PROGRAMING
for better listening...
more listeners
WK☆LO
Louisville, Ky.
JOE EATON, MGR.
Represented Nationally by
JOHN BLAIR & CO.

in North Carolina
WSJS
Delivers
231,480 Radio Homes (Day)
238,680 Radio Homes (Night)
(0.5Mv/M contours)
More Value For Your Advertising Dollar
WSJS
The Journal Sentinel Station
WINSTON-SALEM
AM-FM
NBC Affiliate

District 8

(Continued from page 28)

apolis, and seconded by Mr. Lindow. Mr. Bitner retired last spring as District 8 director.

At the conclusion of the Thursday session Director Higgins observed that "anything done to kill the injection of the new spirit administered by BAB last year would be disastrous to the industry."

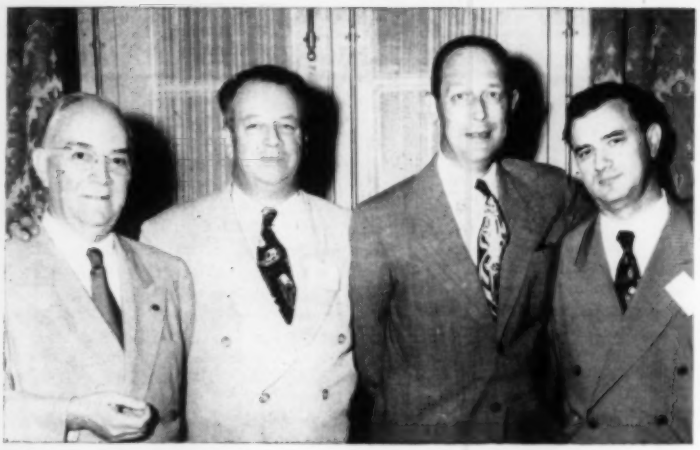
Earlier in the day NAB President Justin Miller discussed NAB's defense role and asked broadcasters to duplicate "their magnificent voluntary efforts of World War II."

Cites Progress

Judge Miller said he was impressed by two things during the current series of district meetings. First, he said, broadcasters are concerning themselves with one basic problem essential to their economic well-being, the creation of a new and independent sales organization.

Second, he continued, for the first time in his tenure as president an illustrated summary of NAB's contributions to members was being presented at each session. He referred to a slide-film presentation drawn up by Robert K. Richards, NAB public affairs director, and his assistant, Jack Hardesty. The film dramatically shows detailed operations of each department and it has been described as a powerful stimulus in bringing new members into the association.

Asked if NAB would take any action against pro-Communists in the industry, Judge Miller said it was in anticipation of disclosures like those in "Red Channels" that persuaded NAB to contact the Federal Bureau of Investigation. Asked if broadcast personnel can be deferred from the draft because a station is essential, he said: "For the very reason a man is essential to you as a broadcaster, he will be essential to the government in the war effort."



TEXAS QUALITY NETWORK group at Sept. 7 sales meeting (l to r): Martin Campbell, WFAA Dallas; Cecil Beaver, KTBS Shreveport; Hugh Halff, WOAI San Antonio; Jack Harris, KPRC Houston.

EARLY LUNCHEON

But NAB Group Hears Organ

NAB District 14 delegates had an early luncheon last Monday at their Glenwood Springs, Col., meeting.

Only available electric organ was borrowed from a local mortuary but it had to be returned for an early afternoon funeral. Lloyd E. Yoder, KOA Denver, needed the organ for his station's orchestra which provided luncheon entertainment.

After the Eddy Rogers orchestra had performed, the organ was trucked back to the mortuary. Then it was trucked back to the Colorado Hotel for KOA's feed to NBC, arriving just five minutes before air time. The Rogers group also played for dancing in the evening. Rex Howell received permission from Mr. Yoder to put a remote on his new KGLN Glenwood Springs, with William C. Grove, KFBC Cheyenne, Wyo., district director, setting up the remote equipment.

Use Editorials

(Continued from page 28)

a separate service.

Instead of the usual two-day district meeting agenda, the mountain station group devoted a third day to workshop sessions with A. G. Meyer, KMYR Denver, as chairman. Mr. Robischon offered a series of programming success stories and Frank Bishop, KFEL Denver, told of proposals for daylight saving time in the district. Like other speakers, they led delegate discussions of their assigned topics.

James Russell, KVOR Colorado Springs, discussed legislative problems. George Cory, KUBC Montrose, Col., spoke on "University and High School Payoffs," citing the growing severity of this problem. Douglas D. Kahle, KCOL Fort Collins, Col., went into the rate-cutting problem. Mr. Ellis handled department stores and their reactions. Mr. Kemp's topic was military service in relation to station employes. Mrs. Mildred V. Ernst, KWRL Worland, Wyo., discussed lotteries and giveaways.

District 14 Registration
Glenwood Springs, Col.

Bailey, John R. Jr., KVOC Casper, Wyo.; Bishop, Frank, KFEL Denver; Brader, Charlotte, KOJM Havre, Mont.; Bradshaw, Justin, KLMR Lamar, Col.; Cain, Claude and Mrs. Cain, KWEI Weiser, Ida.; Carroll, Jim, and Mrs. Carroll, KWYO Sheridan, Wyo.; Clark, K., KBID Burley, Ida.; Clemens, Lou, KLIX Twin Falls, Ida.; Core, George, KVBC Montrose, Col.; Crouch, Dee B., KDZA Pueblo, Col.; Davison, Walter B., Lang-Worth, Hollywood; Dixon, Paul S., KSL Salt Lake; Doherty, Richard P., NAB Washington; Dolberg, Glenn, BMI New York; Eggrem, T. C., KVOD Denver; Ellis, Bob, KGHF Pueblo, Col.; Ernst, Joe, KWOR Worland, KWRL Riverton, KGOS Torrington, Wyo.; Ernst, Mildred V., KWRL Riverton, Wyo.

Fletcher, Henry H. and Ruthe A., KSEI Pocatello, Ida.; Gardner, Florence M., KTFI Twin Falls, Ida.; Gartland, Bill, RCA, Hollywood; Gitz, Jean, KRDO Colorado Springs, Col.; Goetz, Jack, KFXJ Grand Junction, Col.; Hagenah, Standard Radio, Chicago; Hamilton, Ray V., Blackburn-Hamilton Co., San Francisco; Hamstreet, James L., KAVR Havre, Mont.; Hardy, Ralph W., NAB Washington; Hart, Lee, BAB New York; Haslam, John, KPRK Livingston, Mont.; Haverlin, Carl, BMI New York; Hawkins, Lew, AP Denver; Hecker, Con, KVOD Denver; Heyborne, Robert L., KSUB Cedar City, Utah; Higleer, Arthur L., KSUB Cedar City, Utah; Hilton, M. Henry, KNEV Provo, Utah; Hinman, Jack F., KPRK Livingston, Mont.; Howell, Thomas, Howell, Mr. & Mrs. Rex, KFXJ Grand Junction; KGLN Gleenwood Springs, Col.

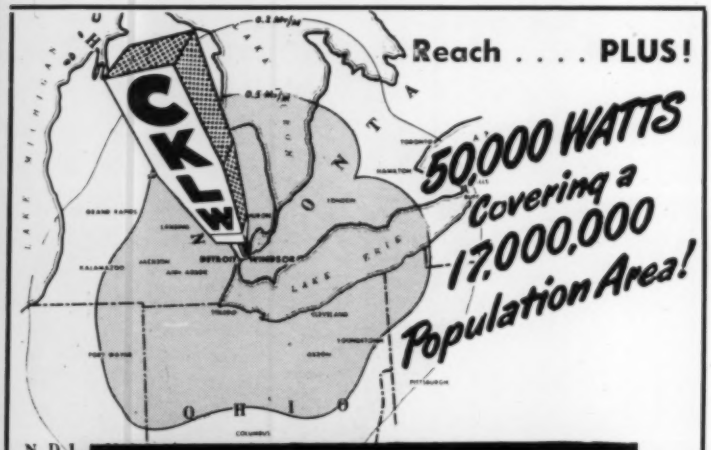
Jadassohn, K. A., SESAC, New York; James, Clo B. and James, Vir N., KVRH Salida, Col.; Johnson, Howard, KNAK Salt Lake, Utah; Johnston, George W., SESAC, New York; Kahle, Douglas, KCOL Fort Collins, Col.; McAdam, Paul, KPRK Livingston, Mont.; McAllister, Bert, KRPL Moscow, Ida.; McIntyre, Frank C., KLIX Twin Falls, Ida.; Marquardt, M., World Broadcasting System; Mayer, Bud, U. of Denver; Meyer, Al G., KMYR Denver; Meyer, Elwood, KYOU Greeley, Col.; Mott, Bob, U. of Denver; Newman, Dick, RCA, San Francisco; Nybo, Ken, KBMY Billings, Mont.; O'Brien, R. E. and Mrs. O'Brien, KIUP Durango, Col.

Paul, S. J., Broadcasting, New York; Peacock, Frank, KSVC Richfield, Utah; Petersen, Gloria, KGFM Boise, Ida.; Petersen, Harry, and Mrs. Petersen, KOTA Rapid City, S. D.; Petersen, James A., KMUR Murray, Utah; Petersen, Milo, KGEM Boise, Ida.; Robischon, Franz J., KBMY Billings, Mont.; Robrer, Joe, KRDO Colorado Springs, Col.; Russell, Jim, KVOR Colorado Springs, Col.; Samuels, Rosa Lee, KFXJ Grand Junction, Col.; Shaffer, Dorothy Anne, KLMR Lamar, Col.; Shaffer, Russel, KBOL Boulder, Col.; Stevens, Don, KLMR Lamar, Col.

Teegarden, Lewis, Standard Radio, Hollywood, Terry, Hugh B., KLZ Denver; Tessman, Abbott, KEXO Grand Junction, Col.; Thomas, E. Anson, KFXJ Grand Junction; Varnum, Walt, RCA Kansas City, Mo.; Walker, Leland E., KJAM Vernal, Utah; Ward, Lorin L., KID Idaho Falls, Ida.; Warner, Bill, KSVC Richfield, Utah; Wentworth, Ralph C., BMI, New York; Williams A. N., U. of Denver; Yoder, Lloyd E. and Mrs. Yoder, KOA Denver.

RCA Unit Moves

NEW YORK headquarters of the RCA International Div., Radio Corp. of America, formed in 1945, moves effective Sept. 18 from 745 Fifth Ave. to the RCA Bldg. in Radio City. New telephone will be JU 6-3800.



The DETROIT Area's Greater Buy!
—at the lowest rate of any major station in this region!

CKLW with 50,000 watt power is hitting an audience of 17,000,000 people in a 5 state region. This mighty power, coupled with the LOWEST RATE OF ANY MAJOR STATION IN THIS REGION means that you get more for every dollar you spend in this area when you use CKLW—plan your Fall schedule on CKLW now!

Adam J. Young, Jr., Inc.
National Rep.
•
J. E. Campeau
President
•
Guardian Building
Detroit 26

CKLW

AUDIENCE MEASUREMENT

Harvard Advertising Study Issued

A "SIGNIFICANT" method of evaluating an advertising medium is the average audience it can deliver per dollar invested.

This is the salient point made in "Measurement of Advertising Audiences," an article printed in the September issue of the *Harvard Business Review*.

Authors of the article, which is based on their forthcoming book, *Advertising Psychology and Research*, are Darrell B. Lucas, director of personnel, McCann-Erickson Inc., and Steuart Henderson Britt, research consultant to BBDO.

The study of audience measurement is designed to "help advertisers understand the factual claims which are presented by the various media . . ."

To accomplish this end, the authors present a detailed background of the measures of circulation, of media audiences and of broadcast coverage. They point out that early emphasis in the radio industry was upon sale of sets and on areas of adequate broadcast signal strength. But, they emphasize, there is need for some procedure to provide information comparable with that of the Audit Bureau of Circulations which appraises the circulation of publications.

Coverage Definition

A "second stage of media evaluation," according to the article is the definition of coverage of all media in terms of numbers of people—people who actually read a newspaper or magazine and who listen to or view programs.

This discussion is followed by a case history of each medium's progress along the measurement path. Explained and analyzed are the growth and development of such audience research firms as C. E. Hooper Inc., the A. C. Nielsen Co. and BMB.

Upon evaluating the size of audiences of the various media, the article states, the advertiser should bear in mind such related factors as degree of impact and the number of people that can be impressed.

According to the article, the field in which the most "progress is needed" is in the "third stage of media evaluation, in which the advertising audience *per dollar* is computed." While this "stage" is the most significant, it is also exceedingly complex, the authors find.

Problems of audience accumulation and duplication—measure of audience increased by each succeeding issue of a publication or broadcast, overall audience increased when one medium is combined with the other, total audience of a specific advertisement or series, repetition of impressions exposed two or three times—are posed as questions in audience measurement.

A study of overlapping audiences, applicable to most media, would not be practical in broadcast media, the authors explain. Reason is that "integrated commercials cannot readily be separated from the structure of sponsored programs." Furthermore, sponsored radio and television programs also reflect valuable goodwill to sponsors—a value which cannot be ignored in appraising advertising effectiveness of the media.

Suggestion by the authors is that advertisers demand more work on the "fundamental problem of size of adversiting audience."

HARRE ELECTED

Heads Chicago Radio Club

ARTHUR F. HARRE, general manager of WJJD Chicago, was elected president of the Chicago Radio Management Club Wednesday at the opening luncheon session of the 1950-51 season. He succeeds Roy McLaughlin, commercial manager of WENR-AM-TV (ABC).

Mr. Harre

Other officers include Lloyd Griffin, vice president in charge of the Chicago office of Free & Peters, first vice president; Russell Tolg, radio and television director, BBDO, second vice president; Kay Fisher, salesman, John Pearson Co., secretary, and Lois Thompson, salesman, Robert Meeker & Assoc., treasurer. Trustees elected for two-year terms are Carol Perel Colby, timebuyer, Arthur Meyerhoff, and Frances Velthuys, timebuyer, Price, Robinson & Frank.

Mr. McLaughlin, after election of officers, suggested that the radio group and the Chicago Television Council should merge because of "common interests." Although this suggestion was not made as a formal motion, it is expected the proposal will be studied.

WHHH Salaries

ANNOUNCERS of WHHH Warren, Ohio, were receiving $60 a week when they went on strike with engineers, according to the station, which was shut down Aug. 28 when IBEW employes went on strike. Engineers had been offered $60 per week three or four weeks before the strike, according to the station. In the Sept. 11 BROADCASTING it was erroneously stated that WHHH engineers and announcers were receiving $50 a week.

RCA
TUBES ...
the standard of comparison
RADIOTRON
ELECTRON TUBE
RCA
833-A
RCA Power Tubes, such as the famous 833-A, are noted for their Long Service Life in AM Transmitters
● RCA tubes for all types of broadcast service are available from your local RCA Tube Distributor or directly from RCA.
The Fountainhead of Modern Tube Development is RCA
TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

"MEET THE MA

HIGHER RATI

DOUBLED SA

WRITE *TODAY* FOR "ZIV-PLANNED" SELLING AIDS, AUDITI

• OTHER FAMOUS ZIV QUALITY SHOWS •

★ THE CISCO KID
★ CALLING ALL GIRLS
★ PHILO VANCE
★ PLEASURE PARADE
★ OLD CORRAL
★ MANHUNT
★ WAYNE KING SHOW
★ KORN KOBBLERS
★ LIGHTNING JIM
★ BARRY WOOD SHOW
★ DEAREST MOTHER
★ FORBIDDEN DIARY
★ FAVORITE STORY
★ GUY LOMBARDO S
★ BOSTON BLACKIE
★ EA
★ CA
★ SO

XUM

NJOUS"

VERREE TEASDALE MENJOU

ADOLPHE MENJOU

AMERICA'S MOST POPULAR MR. & MRS. SHOW!

IGS!

WSB . . . 5.3*	Participating	9:45 - 10:00 A.M.
WKRC . . 7.6*	Proctor & Gamble	1:15 - 1:30 P.M.
KOMA . . 5.5**	Griffin Grocery Co.	8:15 - 8:30 A.M.

Highest rated program in its time period

* C. E. HOOPER ** CONLON

ALES!

Reports Ad-Director Ruth Corbett of

YOUNKER'S DEPARTMENT STORE

Sioux City, Iowa

"I thought 'Meet the Menjous' was good when we decided to use it for the appliance department, but I didn't know quite how good. In the past year ***we have more than doubled our volume*** for this department."

DITN DISCS, AND LOCAL RATES!

FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK HOLLYWOOD

TORY ★ EASY ACES

ARDO SI ★ CAREER OF ALICE BLAIR ★ SINCERELY, KENNY BAKER

ACKIE ★ SONGS OF GOOD CHEER ★ SHOWTIME FROM HOLLYWOOD

XUM

editorial

Smoke Gets In Your Ears

RADIO this fall may be going up in smoke, but not in the way some of radio's decriers have suggested.

As is related elsewhere in this issue cigarette makers will be spending whopping sums in what one of them—Brown & Williamson—has described as "the best buy in the media field," AM radio.

Indications are that other categories of advertisers will be placing record volume of business on radio too. Spot volume this year has been estimated to surpass that of last year by at least 10%. Network volume certainly will hold its own.

These are not the records of a disintegrating medium. It looks as though radio is destined to live to a ripe and solvent old age.

This War Business

AMERICA has entered a new economic era. It isn't as stringent as that of those roaring forties of World War II, when price controls covered virtually all consumer essentials and when *ersatz* was the order.

Consumer credit controls are here. If the war effort intensifies, stricter measures will be ordained. President Truman, so far, has prescribed rather moderate restrictions under his new emergency powers. There will be increased taxes. A new Economic Stabilization Agency is formed. Price and wage controls could come anytime—but probably won't until after the November elections, and then only if the war menace increases and if voluntary measures fail.

These events affect radio both as a business and as a medium. During World War II it was conclusively established that radio held first place as the news disseminating medium. President Truman used radio and TV in a simulcast on Sept. 9 to announce the first moves toward wartime controls. This again underscores the reliance placed upon the radio media as the means of reaching the collective American fireside.

Business men are concerned over the tighter economy ahead. They see ominous visions of the OPA, of material shortages, and perhaps of declining business because of consumer credit controls. They inevitably think of cutting sales staffs and of reducing advertising, since that which they may have to sell will be in demand anyway.

Actually, most businesses prospered during World War II. Their fears were ill-founded. They learned that they had to sell and sell and advertise and advertise to keep brand names alive.

The wise businessman will profit from those World War II lessons. He will accelerate rather than decrease his advertising. He will extoll the value of his available products. He won't be able to feature the long-term credit inducement. He will seek to maintain his prestige.

And the wise broadcaster and telecaster will gear himself for the kind of selling approach dictated by the new economy. Brand names must be protected. The forces that always work toward grade-labelling whenever products are in short supply must be thwarted again.

There may be a windfall as a result of increased taxes and obviously upcoming excess profits taxes. This business is welcome, but not basic. Old-line firms—local as well as national—must maintain their reputations. The broadcaster-telecaster must take care of his long-time customers first, and fit in the tax-spender where he can accommodate him without pushing around the regular customer.

There are no signs yet of over-the-transom business. But even if it does come, the prudent seller, like the prudent buyer, will hit as hard as ever to keep his old-line business.

Look Sharp, Be Sharp

THE World Series television arrangements negotiated by Gillette Safety Razor Co. were just about as sharp as Gillette's blue blades which, as everyone knows, have the sharpest edges ever honed.

As a result of the deal, the established rate structures and standards of practice in the television field are now cut and bleeding.

The record shows that Gillette was willing to pay $800,000 cash to buy the rights to the Series from organized baseball but not to pay a thin dime for time and facilities to telecast the games. Indeed Gillette even managed to get three networks to pay $50,000 each to Gillette for the privilege of carrying the Series and to underwrite all transmission costs as well.

The further agreement by the three participating networks to reimburse affiliated stations for a total of four hours of time is of transparent motivation. The networks were aware that a repetition of last year's World Series pool, for which stations were paid nothing, would arouse an uncomfortable tumult among affiliates.

It is difficult to avoid the speculation that the networks believed the minimum gesture they could make to assure an adequate number of affiliates for the 1950 games was to reimburse them for four hours of time, which, of course, is better than no reimbursement at all.

The question arising from the precedents set by the Gillette World Series deal is: What is to stop other sponsors from making similar demands?

Granted the World Series is an event of wide audience appeal, it still is not so unique as to be in a class by itself as an advertising feature. Would it be illogical for the sponsor of some other highly-rated television show—say, Milton Berle's *Texaco Star Theatre*—to follow the Gillette example and request a network not only to carry the program free of charge but also to contribute to its cost of production?

At times the ratings of the Berle show have been as high as the ratings Gillette can expect to get from the Series telecasts; so it could be argued with some consistency that Mr. Berle was an event of unique public interest too and therefore entitled to the same consideration as the World Series.

Baseball may be the national pastime, but it is also a commercial enterprise. When television rights to the World Series are bought by Gillette Safety Razor Co. for the sole purpose of advertising its products, such telecasts are certainly commercial.

The accepted commercial practices of the television medium should be applied as strictly to the Gillette World Series business as to the advertising purchases of an oil company that sponsors a comedian or a soap maker that sponsors a news show.

Television is a big boy now. It ought to be able to shave without cutting itself.

our respects to:

H QUENTON COX

THE 'MALE' delivered to postmaster and postmistress Roy and Grace Cox, March 29, 1906, at Murdock, Neb., received a hearty welcome and was promptly tagged H Quenton Cox. Nothing about the little package indicated that he was slated to become general manager of KGW Portland, Ore., the 5 kw, NBC outlet on 620 kc.

Now that he is in a position to speak for himself, Mr. Cox says, he prefers to be called just plain "Q," and explains the H in his name (without the period) does not stand for Horatio or any other moniker, but in postal jargon is just a "dead letter."

Mr. Cox attended Willamette U. at Salem, Ore., taking a pre-medicine course but forsook materia medica for the fourth estate. He joined the staff of the *Oregonian* as a classified salesman. This position ended abruptly when young Cox refused to accept a $2.50 raise in lieu of

(Continued on page 71)

Static and Snow

By AWFREY QUINCY

Some Enchanted Ixnay

Some enchanted Sunday, Saturday, or Monday,
May be in December, or may be not till June.
The dear FCC will split four to three
And settle the problem of color TV.

Some enchanted Wednesday, a get-off-the-fence day,
Frames will come in color across the crowded air.
In color, but whose? The choices are three.
Which system will triumph? Which ones will it be?

Will it be compatible designed to make ends meet?
Or will it be combatible and make things ob-so-lete?

Some enchanted Friday may be CTI day,
Or a flying-high day for all at RCA:
Or final success will crown CBS.
But when this will happen is anyone's guess.
"Noise" will be purple, "ghosts" will be pink,
"Snow" will be yellow, BOOKS IN SCARLET INK.

Another Major Dallas Department Store Buys WFAA-TV

A. Harris & Co., outstanding Dallas advertiser, recognizes the programming dominance of WFAA-TV and has bought five quarter hours weekly for 52 weeks on Dallas' channel eight station.

WFAA

820 KC-NBC • 570 KC-ABC

TEXAS QUALITY NETWORK

Radio Service of the DALLAS MORNING NEWS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

WHERE YOUR ADVERTISING DOLLAR BUYS MORE . . . . . WFAA

Martin B. Campbell, General Manager

CHANNEL EIGHT . . .

DuMont, Paramount network affiliations now . . . NBC, ABC soon

WFAA-TV

front office

GEORGE RALSTON, general manager WRMN Elgin, Ill., to president Chicago Perimeter Broadcasting Assn. (WRMN WJOL Joliet, WJOB Hammond, WKRS Waukegan). JOSEPH KIRBY, general manager WKRS, to secretary-treasurer of association.

H. E. RIDALLS, business manager KRSC Seattle, to station manager. WILLIAM L. SIMPSON, Frederic W. Ziv Co., to commercial manager KRSC.

BILL FAIRLEY, commercial manager KFDA Amarillo, Tex., to general manager.

GRANT POLLOCK, manager KVON Napa, Calif., to general manager KXOB Stockton, succeeding KEITH PINION, who moves to KXOA Sacramento as coordinator in general sales. KXOB and KXOA are Dellar stations.

JOHN P. NEIL, WOR New York, sales manager, taking six-month leave of absence, due to asthmatic condition. WILLIAM CRAWFORD, account executive WOR sales department, will replace him, effective Oct. 1.

BUZZ HASSETT, program director KROS Clinton, Iowa, to sales department.

DONALD A. GETZ, sales promotion manager WGN-AM-TV Chicago, to sales service representative for stations, a new post. CHARLES A. WILSON, member sales promotion staff since 1948, succeeds Mr. Getz.

FELICE FRAIOLI, John E. Pearson Co., N. Y., to assistant account executive to JOHN STUART, account executive for firm.

BERT LEBHAR III, son of Bertram Lebhar, general manager WMGM New York, to KVER Albuquerque, N. M., as assistant to Keith Tye, station manager.

JAMES F. COX, sales manager WAVE Louisville, to sales manager KPRO KPOR (FM) Riverside, Calif. He will also head national sales department KREO Indio, KROP Brawley and KYOR Blythe (Broadcasting Corp. of America stations). Also national sales manager California Rural Network. TOM LEHMAN to commercial department KPRO KPOR (FM). BILL SINOR, regional sales manager KREO Indio and KYOR Blythe, Calif., to station manager KROP Brawley, replacing GLEN DUNHAM, resigned. DUANE WANAMAKER to office manager L. A. branch Broadcasting Corp. of America. Newly-opened offices are at 610 S. Broadway. Phone: Vandike 9363.

JOHN HJORT to sales department KGLN Glenwood Springs, Col.

W. STANLEY SMITH, commercial manager CKOX Woodstock, N.B., and part-owner of station, resigns to join Publicity Assoc., Toronto. He retains his financial interest in station.

WTIC Hartford's NBC network broadcast, *Mind Your Manners*, subject of picture story in current issue (Sept. 26) *Look* magazine.

MIKE LAYMAN to WSFC Somerset, Ky., as general manager. W... with WHTN Huntington, W. Va.

E. ANSON THOMAS, KGFW Kearney, Neb., to station manager KFX... Grand Junction, Col. JACK GOETZ, KRPL Moscow, Ida., to sta... manager KFXJ. ROSA LEE SAMUELS, traffic manager KFXJ, ... assistant station manager.

WILLIAM B. MEYERS, executive in aerophysics department Nor... American Aviation Inc., to assistant general manag... KIKI Honolulu, T. H. Was manager of Armed Forc... Radio Service in Aleutians.

Mr. Meyers

THOMAS FREDERICK KINCAID to general manage... KPLT Paris, Tex.

GEORGE L. SUTHERLAND, executive vice president, general and sales manager WAMS Wilmington, Del., to sales manager WPTR Albany, N. Y.

JIM SIGMAN, sales manager WTNS Coshocton, Ohio, to WJMO Cleveland sales staff.

J. E. (Jack) BROWN, principal Lancaster (Ohio) High School, to general manager WHOK Lancaster. Was communications officer in Navy during war. Succeeds MORTON K. (Rusty) PARKER, resigned.

E. T. (Larry) SHIELDS, sales manager KWRN Reno, Nev., to station manager. Succeeds MERRILL INCH, who becomes general manager Reno Newspapers Inc., KWRN licensee.

FRANCES BRENNAN, secretary sales department KCBS San Francisco, to secretary Pacific Coast manager of Paul H. Raymer Co., station representative.

KENNETH L. WOOD, commercial manager WGWD Gadsden, Ala., to general manager.

WILLIAM S. PIRIE Jr., director of national sales WFBR Baltimore, to director of sales.

Personals . . .

ERNEST B. LOVEMAN, vice president and general manager WPTZ (TV) Philadelphia, named member of Mayor's Committee for Observance of 175th Anniversary of Signing of Declaration of Independence. . . . NORMAN BLACKBURN, NBC West Coast director of TV, in N. Y. for two weeks conference with Sylvester L. Weaver, vice president in charge of TV, and to survey new video shows for fall. . . . JACK COOKE, owner CKEY Toronto, in London conferring with British manufacturers who are expanding their Canadian markets.

GEORGE BLUMENSTOCK, general manager WSKB McComb, Miss., appointed radio consultant and director of publicity for Mississippi Republican Committee. . . . SI GOLDMAN, vice president and manager WJTN-AM-FM Jamestown, N. Y., father of boy, Richard Michael, Sept. 6. . . . HORACE N. STOVIN, owner H. N. Stovin & Co., Toronto station representative, touring Canada's Atlantic coast provinces after recovering from serious illness. . . . HERBERT KENDRICK, president WHGB Harrisburg, Pa., and Phyllis Poffenbarger have announced their marriage. . . . GORDON B. McLENDON, president Liberty Broadcasting System, Dallas, addresses Hollywood (Calif.) Ad Club luncheon-meeting today (Sept. 18).

MORE PEOPLE!
MORE MONEY!
MORE SALES!

San Antonio
Population Increases
60%
Now Nation's
25th City

The 1950 Census figures just released show San Antonio with a population of 406,811, a whopping increase of 152,957 over the 1940 totals. This represents an increase of 60%, the largest gain of any major city in the nation. San Antonio is now the nation's 25th city.

There is no substitute in the Southwest for

CLEAR CHANNEL 50000 WATTS
WOAI
SAN ANTONIO

Represented Nationally by
Edward Petry & Company, Inc.
New York Chicago St. Louis Detroit Atlanta Dallas Los Angeles San Francisco

...and of course
WLS was there
(see front cover)
WLS
CHICAGO 7

SEPTEMBER 18, 1950

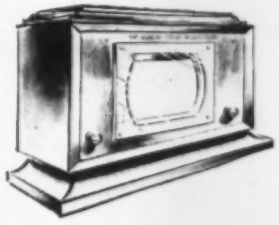
TELECASTING

A Service of BROADCASTING Newsweekly

TEST YOUR TV WITH *SIMUTEL**—

(and save headaches and money)

** Petry Simulated Television*
and Your Personal TV Workshop



WSB-TV .....Atlanta
WBAL-TV .....Baltimore
WNAC-TV ..... Boston
WFAA-TV .....Dallas
KPRC-TV ..... Houston
KFI-TV .....Los Angeles
WHAS-TV .....Louisville
KSTP-TV ....M'p'l's-St. Paul
WSM-TV ..... Nashville
WTAR-TV ..... Norfolk
KPHO-TV ..... Phoenix
WOAI-TV .....San Antonio

REPRESENTED BY

Got a film editing problem? Trouble integrating commercial with program? Or perhaps: how will that label show up on a television screen?

Perfect your TV productions before air time and before the budget hits bottom by testing them in the Simulated Television Studios of the Petry Company in New York and Chicago. Do it as our guest and with the assistance of our trained technicians.

In these new studios, any combination of film, slides, balop, live mike and music can be projected upon the screen of a television set to duplicate "over the air" sound and picture reproduction. Simutel is the nearest thing there is to a live studio set up.

Programs on film can be studied, edited, analyzed. Commercials can be tested, TV techniques studied at leisure, ideas thrashed out and refined. Then the complete product can be shown in its proper setting — on the TV screen.

Take full advantage of these facilities. They were set up solely as a service to you. Please call twenty-four hours or so in advance so that we can be sure the facilities are reserved for you and the services of the technician available.

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA

ADVERTISERS: Now, you can buy Hollywood-produced, audience-tested, high-Hooperated TV shows on a spot basis at prices you can afford!

Red-blooded Main Events and Semi-Finals as only Hollywood can stage them. Nationally-known mat stars in 50-70 minutes (once-a-week) of bone-crushing action and Gargantuan hilarity. Film-recorded as telecast over KTLA. Top West Coast TV sports event for 1949-50! Los Angeles Hooper for April-May — 38.8 Telerating, semi-final period. Now shown in more than 20 markets.

Most popular children's TV show on West Coast! Whimsical puppet adventure series (5-times-weekly) featuring Beany, a happy-go-lucky youngster; his pal Cecil, the seasick sea serpent; bluff Uncle-Captain Horatio Huff'n'puff; the triple-dyed meanie, Dishonest John, and a host of other delightful puppet characters. Highest rated multi-weekly TV show in Los Angeles for past 8 months. Now building audiences in 22 TV markets.

"A glorious American era recaptured!" New hep-step revival of Mississippi sidewheeler entertainment (30 minutes once-a-week) featuring Nappy LaMare's Strawhat Strutters Orchestra; outstanding guest stars and acts; the dancing Dixiettes and oldtime minstrel routines by Popcorn & Peanuts. M.C.'d by Captain Dick Lane, movie veteran just voted "King of Hollywood TV" by West Coast televiewers. Los Angeles Hooper for May-June — 11.8 Telerating.

Paramount's TRANSCRIBED SHOWS offer a wide range of tested top-rated entertainment at a fraction of initial production costs. Programs are available to advertisers in one or all TV markets on a spot basis. Also available to TV stations with privilege of resale to local advertisers. Write, wire or phone for audition prints.

Paramount Television Network

Eastern Sales Office • 1501 Broadway, New York 18 • BRyant 9-8700
KTLA Studios • 5451 Marathon St., Los Angeles 38, Calif. • HOllywood 9-6363

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK

A Service of Broadcasting Newsweekly

National Press Bldg.
Washington 4, D. C.

SEPTEMBER 18, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

TELECASTING

SET MAKERS COLOR QUANDARY

RTMA Weighs Policy

ACTING ON advice of counsel, the Television Committee of the Radio-Television Mfrs. Assn., at its meeting last Thursday in New York, decided to do nothing at this time on meeting the issue presented by the FCC's Sept. 1 ruling tentatively approving the CBS color system.

Discussion, it was authoritatively learned, was confined to the purely legal issue of whether RTMA members could act in concert without running counter to the anti-trust laws [CLOSED CIRCUIT, Sept. 11]. RTMA counsel, it is understood, advised against such action, and will make that recommendation to the RTMA board meeting Wednesday in New York.

Judge John W. Van Allen, RTMA general counsel, and former Sen. Burton K. Wheeler and his son Edward Wheeler, special counsel, were reported as of the identical view that action in concert would place the organization in a vulnerable position. The meeting was adjourned, with individual manufacturers left to ponder the question. The committee will report to the RTMA board Wednesday.

Individual company attorneys among the 30 present at the session are reported to have agreed with the RTMA counsel on their legal premise. Thus, the merits of the far-reaching FCC ruling were not discussed.

Ultimatum Poses Problem

It was generally agreed that the FCC's ultimatum seeking commitments on the manufacture of "bracket sets" by Sept. 29 was the most serious problem to confront the manufacturing industry in its history.

In some quarters it was thought that individual manufacturers, in a quandary over the FCC's report, might seek additional time—perhaps 90 days to enable them to fully explore the problem. This would precipitate a fight at the FCC, since it is known that certain members oppose further delay.

In the time that has elapsed since the FCC issued its report Sept. 1, the view has become rather general among radio attorneys and engineers, if not among manufacturers, that the net effect of the FCC's ruling is something more than tentative approval of CBS, with the door left ajar for consideration of other color systems. The preponderant view is that the door was not only closed but locked through skillful wording of the "first report" and that nothing short of a "miracle" could bring approval of any other system.

Manufacturers figure that by next April or May, the Government will be tapping at least 50% of the capacity of manufacturing plants. They lament the shortages already developing for certain components. They feel they can't maintain capacity to take care of black-and-white commitments, let alone tooling up for color.

Some manufacturers in the New York area are making a serious effort to develop circuits capable of handling CBS color in black-and-white, along with conventional TV. At their request WCBS-TV New York will start transmitting CBS color test patterns Monday, continuing through the end of September, the network said.

CBS refused to reveal the identify or number of manufacturers who have requested the color patterns.

RCA-NBC's WNBW (TV) Washington meanwhile planned this week to return to five daytime hours of color programming weekly, employing the RCA dot-sequential color system. For maintenance purposes, the daytime schedule was cut to three hours weekly and nighttime colorcasts were dropped about a month ago. Beginning this week the station will broadcast one hour a day in color, five days a week.

First manufacturer to write FCC for data on its "brackets" plan was Philco Corp., which asked for "immediate clarification" of several technical points. The query came in a letter from David B. Smith, Philco vice president in charge of research, who has testified for compatible standards but said his company would make "what the public demands" if the CBS system were approved [TELECASTING, April 17].

First Question

Mr. Smith's first question dealt with the switch to be employed on sets incorporating the proposed bracket standards.

He wanted to know whether the switch is supposed to operate on present monochrome standards when it is at one position, and, at the other position, whether it should provide operation "specifically" on 29,160 lines and 144 fields (CBS standards) or on "any value of lines and fields . . . between 15,000 and 32,000 and 50 to 150, respectively" (the full bracket proposed by FCC).

"You will appreciate that modern receivers universally employ automatic frequency control to obtain adequate performance, and with these circuits the range over which they may be adjusted is very limited," he wrote. "A receiver to operate over the whole range of frequencies would be rather different from one designed for a specific value."

Mr. Smith said it was "not clear as to the precise form of synchronizing signal to be employed" with standards other than present black-and-white. He said FCC apparently proposes to use existing engineering standards in this regard, but that this is "somewhat" different from CBS's proposal.

His letter also noted that present standards provide for a hum tolerance of 5%, and wanted to know whether this is to be changed. "It is our understanding," he said, "that this is not adequate and that at this level flicker will be observed in the received picture due to hum, as occurred during some of the CBS experimental broadcasts."

PROPAGATION

Dispute Flares in New Report

A NEW, highly technical report on evaluation of radio propagation factors affecting TV and FM service in the VHF band—vitally important to FCC's forthcoming TV allocation proceedings and an area of scientific inquiry which appears to continue in considerable conflict—was released last week by the Commission.

The report was Volume II of the Ad Hoc Committee of the government-industry TV-FM engineering conference held in late 1948, shortly after institution of the TV freeze, to secure agreement and definition of basic propagation factors and concepts [BROADCASTING, Dec. 6, 1948]. These are the tools of measurement and calculation by means of which FCC must determine its TV channel allocation policy.

Volume II, along with its several appendices and "references," augments technical findings published earlier by the committee as Volume I which prepared the way for FCC's revised reallocation proposal of about a year ago [BROADCASTING, June 13, July 18, 1949]. This earlier data resulted in the Commission's proposing that VHF co-channel separation be increased from 150 miles to about 220 miles and adjacent channel separation be upped from 75 to 110 miles.

In large, Volume II offers four suggested methods for evaluating TV service in the presence of multiple sources of interference, but recommends none of them. The Commission, in issuing Volume II, directed that the problem be included for consideration at the further reallocation hearing commencing Oct. 2 and directed all interested parties who wish to submit pertinent evidence to so notify FCC by Sept. 26 [TELECASTING, Sept. 4, 11].

FCC indicated it will accept evidence "concerning the effects of multiple interference (as, for example, interference resulting from ignition, diathermy, oscillators of other television receivers, receiver noise, and one or more co-channel or adjacent channel television stations) on television broadcast service."

General Endorsement

While the majority of the Ad Hoc Committee endorsed Volume II in general, the report was deplored as "a mass of confused gobbledygook . . . purportedly relating to radio propagation" by Thomas J. Carroll, National Bureau of Standards physicist who criticized the earlier findings [BROADCASTING, June 13, 1949] and who recently attacked Reference E of Volume I as technically vulnerable [TELECASTING, April 3].

His position was shared by Chester H. Page, an NBS associate credited with discovering a "basic error" in the method of combining space and time fluctuations employed in Reference E, prepared

(Continued on page 60)

Standard Oil Finds

The Waltz King and TV Are a Sure-Fire Sales Team

TRIED AND TRUE formulas have paid off handsomely for Standard Oil Co. of Indiana for many years in many ways. But perhaps the most tried—and therefore the truest — has netted Standard a payoff which even startled its surprise-resistant executives.

The Chicago firm, which distributes gasoline and petroleum products and accessories from Michigan to the Rockies and from Missouri to Canada, has used radio many years to build customer relations, dealer satisfaction, good will, to establish its name and, of course, to increase sales.

Long a user of mass media—radio, newspapers and posters, in that order—Standard has gained its goals also with sporadic use of television — occasional Big Ten football games and special shows around the Midwest. It wasn't until just about a year ago, however, that Standard's agency, McCann-Erickson, Chicago, rang in a "sleeper" which opened SO's eyes. Company men had been murmuring quietly about sponsoring a network TV show on a split hookup, beamed to viewers in the SO distribution area. The murmurs grew into lusty sanctions when Jim Shelby, radio and television director for McCann, made a video presentation (which took him three months) to the board of directors.

That presentation was for the Wayne King television show. Even the agency was skeptical at first: Mr. King had never done any television. Costs on a show with a standing cast of 16 orchestra men, two major vocalists and a 12-voice chorus would be astronomical, especially on just a split network. Mr. King, an oldtime favorite of those who were 20 in the '20s, might not have enough mass appeal.

Jim Shelby, digging into copious files and reports, found that the King following was steady and growing—and had been for more than 20 years. For example, two songs recorded by "The Waltz King" in 1929—21 years ago—still sell a quarter million records a year each. They are "Josephine" and "The Waltz You Saved for Me." As further proof of loyal fans, Mr. King gets an estimated $84,000 yearly in record royalties, representing sale of 2,700,000 records per year.

King's Popularity

Mr. Shelby also found that: Wayne King gave 96 concerts all over the country in 1948 and 1949, playing most of the time to full houses; his series of 52 half-hour shows for Frederic W. Ziv transcriptions sells in all markets because of his "universal appeal"; this radio experience included shows on NBC and CBS, sponsored by such national accounts as Lady Esther, Elgin American, Rexall Drugs and American Tobacco; RCA, with which Mr. King has had an exclusive recording contract for 22 years, reports steady sales, with the greatest success in the Midwest—the area in which Standard Oil distributes its products and services.

Standard Oil was sold—and bought the *Wayne King Show* for 40 weeks as a half-hour Thursday night feature on an NBC-split network from Chicago last fall. Fan reaction and comments of dealers who favor the support the show gives them are responsible for the firm 44-week renewal of the show, which went back on the air Aug. 31. Standard has added three more stations this fall, bringing the total to 11, five live and six kinescope. The complete network includes WNBQ (TV) Chicago, WWJ-TV Detroit, WLAV-TV Grand Rapids, WTMJ-TV Milwaukee and KSD-TV St. Louis, live; WFBM-TV Kansas City, KSTP-TV Minneapolis, WOW-TV Omaha, WOI-TV Ames-Des Moines and WOC-TV Davenport, kinescope.

Urge Renewal

Renewal was recommended by the agency, Standard Oil Advertising Manager Wesley I. Nunn and the company's advertising committee to the board of directors. Approval was given despite an estimated 50% increase in the budget for the show. This is caused by four more shows this fall (40 last year), addition of new stations (and more to come), higher talent fees because of a sliding scale in original contracts, and upped production costs. Mr. Nunn, in his report to the advertising committee (which passes on all advertising plans to the board), pointed out that Standard Oil marketing areas have all had a "tremendous upsurge" in TV penetration.

Mr. Nunn, "at this point," believes "We have a winning combination. We are not making any radical experimentation and our formula, right now, is good. If we wear out the formula, we'll get a new one. The change, however, will always be evolutionary instead of revolutionary."

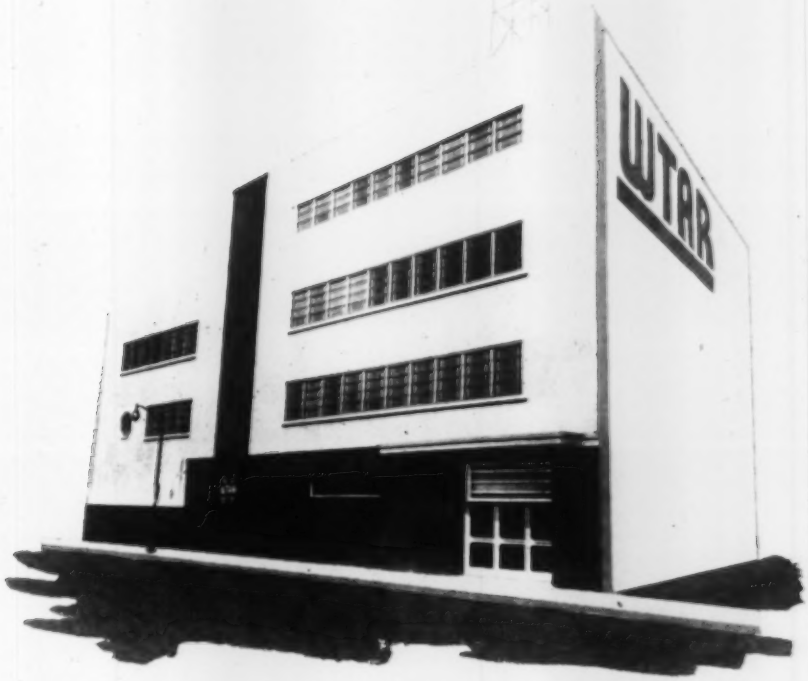
That formula is simple. It capitalizes on the elements which have made Wayne King popular for three decades — simplicity, harmony of mood as well as music, and sincerity.

Although the main pitch of the show is to the male motorist, entertainment is designed for the entire family. To achieve an effortlessness and informality, McCann-Erickson studied the home habits of Wayne King. They found he has 25,000 selections in his private music library; he owns 700 head of cattle on a feeder farm in Ottawa, Ill.; he himself, is a strong family man, and he isn't a prima donna and doesn't have to bathe in limelight.

Mr. King has surrounded himself with a youthful, zestful cast. His stars are Singers Gloria Van, Jackie James and Harry Hall, who take leads in production numbers. Doubling as singers and dancers is the 12-voice Don Large Chorus, six young men and women, many of them still in school. The chorus

(Continued on page 62)

SPUN GLASS CLOUDS, candystick light posts, costumed dancers and a toy rocking horse were blended into a Christmas fantasy on Standard Oil's *Wayne King Show*. The 12-voice Don Large Chorus doubles as a dancing ensemble on the show.



That the People May Hear and See . . . .

This week, WTAR, Virginia's pioneer broadcasting station, and WTAR-TV, which began operations last Spring, formally opens its new million dollar radio-television center in Norfolk. Dedicated to service in Virginia's first market, WTAR marks another milestone in its record of progress with the completion of this new building.

The measure of a radio station's success is its popularity with listeners and advertisers. For 27 years WTAR has built its audience with consistently good programs. As a result, the WTAR habit is such a strong one that today this station has three times as many morning listeners, more than twice as many afternoon listeners and nearly one and a half times as many evening listeners as its nearest competitor.

Consequently, WTAR has attracted more advertisers, year after year, than any other Tidewater Virginia radio station.

And WTAR-TV is off to a good start. Despite the fact that WTAR initiated television operations only six months ago, set circulaton has soared from a few hundred at the time telecasting began to 29,365 as of September first, and this television "beanstalk" continues to climb. Operating from noon till midnight seven days a week WTAR-TV is now "sold out" from 5 p. m. till sign off.

The Norfolk market, 32nd in the U. S. in effective buying income*, offers advertisers unusual sales opportunities. Ask any Petry representative, or write for new market folder and booklet, "That the people may hear and see."

WTAR

NORFOLK, VIRGINIA
Campbell Arnoux, President

RADIO CORPORATION
John W. New, General Sales Manager

*Sales Management

JOSKE'S ADDS TV

Sponsoring Gridcasts

JOSKE'S of Texas, now using a big newscast schedule on radio, is adding a major TV sponsorship, covering 11 Friday night telecasts of San Antonio high school football games over KEYL (TV) San Antonio.

As of noon Saturday, Sept. 9, shopping crowds in the department store on Alamo Square saw hundreds of display posters in all departments and all floors announcing Joske's football TV plans.

Football commercials on TV will combine institutional advertising for Joske's with promotion of Frigidaire and Hoffman products. Games begin at 8 p.m.

The new TV campaign comes hard on the heels of a pace-setting Korean news push by Joske's, which has been promoted in the store, in newspaper ads, and in use of one of the large store windows as a KTSA San Antonio newsroom.

Joske's sponsored newscasts total 92 a week, on four local AM stations and WOAI-TV San Antonio. For several weeks, hundreds of shoppers viewed the window-studio, where a KTSA staff commentator broadcast 15-minute news roundups at noon and at 5 p.m., centering on the Korean fighting.

With a teletype in the window for bulletins and a wall map of Korea, the arrangement kept the KTSA announcer on top of the news and gave the sidewalk listeners a visual aid to following front-line situations.

No longer in the window, the KTSA schedule continues, along with a Sunday 10 a.m. newscast.

KITE carries a one-minute summary of news on the hour, 9 a.m. to 7 p.m. for Joske's. The store sponsors ABC's Martin Agronsky over KABC at 7 a.m. Monday, Wednesday and Friday. Also, WOAI's 11 p.m. news, Monday through Friday, and 10 p.m., Sunday, is Joske-sponsored.

Add WOAI-TV's *Telenews* at 6:45 p.m., Monday, Wednesday and Friday, and the Joske coverage is complete.

Explaining that the news campaign is strictly institutional, Mrs. Caroline Shelton, advertising director for Joske's, said the store's thinking is that "at this time news is what the people want to hear."

Apart from mention of Joske's in a general way, no specific merchandising is done on the newscasts. At the start, an anti-hoarding slogan was carried, but has been dropped.

"Most interesting in our newcast campaign," said Mrs. Shelton, "was the complete coordination of all media. We tied in our radio with promotion of the news programs in our newspaper advertising, and in interior display in the store.

Sherril Edwards is commercial manager of KEYL, which will carry Joske's football telecasts. Heading the other San Antonio outlets, used by Joske's are Charles Balthrope, president and general manager, KITE; Hugh A. L. Halff, general manager, WOAI-AM-TV; Bill Michaels, station manager, KABC; Charles D. Lutz, general manager, KTSA.

Setting Joske's sponsorship of newscasts on KTSA are (l to r): Charles D. Lutz, KTSA general manager; E. C. Sullivan, vice president and general manager, Joske's, and Mrs. Caroline Shelton, Joske's advertising manager.

* * *

Mr. Michaels

Mr. Edwards

Mr. Balthrope

Mr. Halff

WSAZ-TV Covers Fire

WHEN WSAZ-TV Huntington, W. Va., was attempting to initiate regular network service on Labor Day with a doubleheader between Cincinnati and St. Louis, something more urgent and closer at hand happened. One block away, the building housing the West Virginia Electric & Supply Co. caught fire and burned to the ground. Through the quick thinking of Production Manager Naseeb Tweel, cameras were mounted on the 14th floor of a building across the street. With Program Director Jim Ferguson at the microphone, WSAZ-TV gave its audience a bird's-eye view of the entire catastrophe, lasting an hour and a half.

ZIV FILM SERIES

9 Buy 'Story Theatre'

ZIV TELEVISION Programs Inc. has sold *Story Theatre*, syndicated half-hour film series recently acquired through Grant-Realm Inc., to the following sponsors:

Harvard Beer, Boston, over WNAC-TV through John C. Dowd Adv.; Ohio Fuel Gas Co., Toledo, over WSPD-TV through Dyer & Bowman; Brown Shoe Co., Rochester, over WGAM-TV through Hav Nash & Assoc.; Red Top Brewery, Columbus (station to be announced); Detroit Edison Co., through Campbell-Ewald (station to be announced); Philadelphia Savings Fund Society, Philadelphia, over WCAU-TV through Gray & Rogers; Kann's Department Store, Washington, over WMAL-TV through Kaufman Adv.; General Electric Supply Corp., and Rosenbaum's Dept. Store, Pittsburgh, over WDTV (TV) through Wasser, Kay & Phillips.

To Name Martin

W. G. (Gerry) MARTIN, director of promotion and publicity and producer in the television department of William Esty & Co., New York, is scheduled to be named head of the television department for Duane Jones & Co., New York, effective the end of September.

CBS-TV CITY

Tentative Zoning Okay Set

TENTATIVE approval for construction of an estimated $35 million CBS television city at Beverly Blvd. and Fairfax Ave. in Los Angeles was given last Monday by Huber E. Smutz, city zoning administrator, following a public hearing [TELECASTING, Sept. 11]. Mr. Smutz said formal approval will be given after "certain details" have been worked out, which was expected to be in the next few weeks.

In asking the city to change zoning variances to permit construction of a 13-story administration building, Howard S. Meighan, CBS vice president, also requested property be re-zoned to permit filming of television pictures. Gilmore Stadium, now covering part of the property, will be torn down early next year to make way for the project, he said.

Plan More Units

Covering a seven-year period, CBS plans to erect a set of several buildings on the 25-acre tract. Preliminary sketches for the project, submitted by Architects William Pereira and Charles Luckman, call for a "sandwich loaf" structure consisting of three long studio buildings, each 600 feet long and 150 feet wide, joined in the middle by a multi-storied service building. In addition, a 13-story administrative building is planned. There also will be five smaller office buildings to accommodate agencies, agents and others allied with TV industry and radio. When completed the CBS television city proper will accommodate some 3,000 employes.

In requesting zone changes, Mr. Meighan indicated CBS might film pictures for theatre release on the property. Contract for purchase of acreage from the present owners contains a provision for cancellation if the permit by the city isn't granted, he said.

"It is thought by many that some pictures or shows might eventually be made for a dual purpose, that of distributing through television channels and through the traditional theatre channels," he told the zoning administrator. "It is necessary that we have a specific understanding with the city that we may make motion pictures.

"Thus there is an economic reason as well as a show product reason for our requesting full permission of the city to make moving pictures on CBS property."

Quaker Oats Buys

QUAKER OATS, Chicago, through Ruthrauff & Ryan, same city, has bought *Zoo Parade* on a 34-station NBC-TV network from Oct. 1 for 26 weeks. Show, an NBC Chicago origination, will be telecast Sunday, 3:30 to 4 p.m. CDT. It is a remote from the city's Lincoln Park Zoo, and features Jim Hurlbut as commentator.

Check the South in!

Now you can buy — on an interconnected network — 5 major southern markets embracing 4,100,000 people.

Here in one of the nation's fastest growing regional markets, 5 well established television stations have already selected for you an eager audience of proved buying power. This audience, and the thousands who will buy TV receivers in the next few weeks, is looking forward to your program and ripe for your sales message.

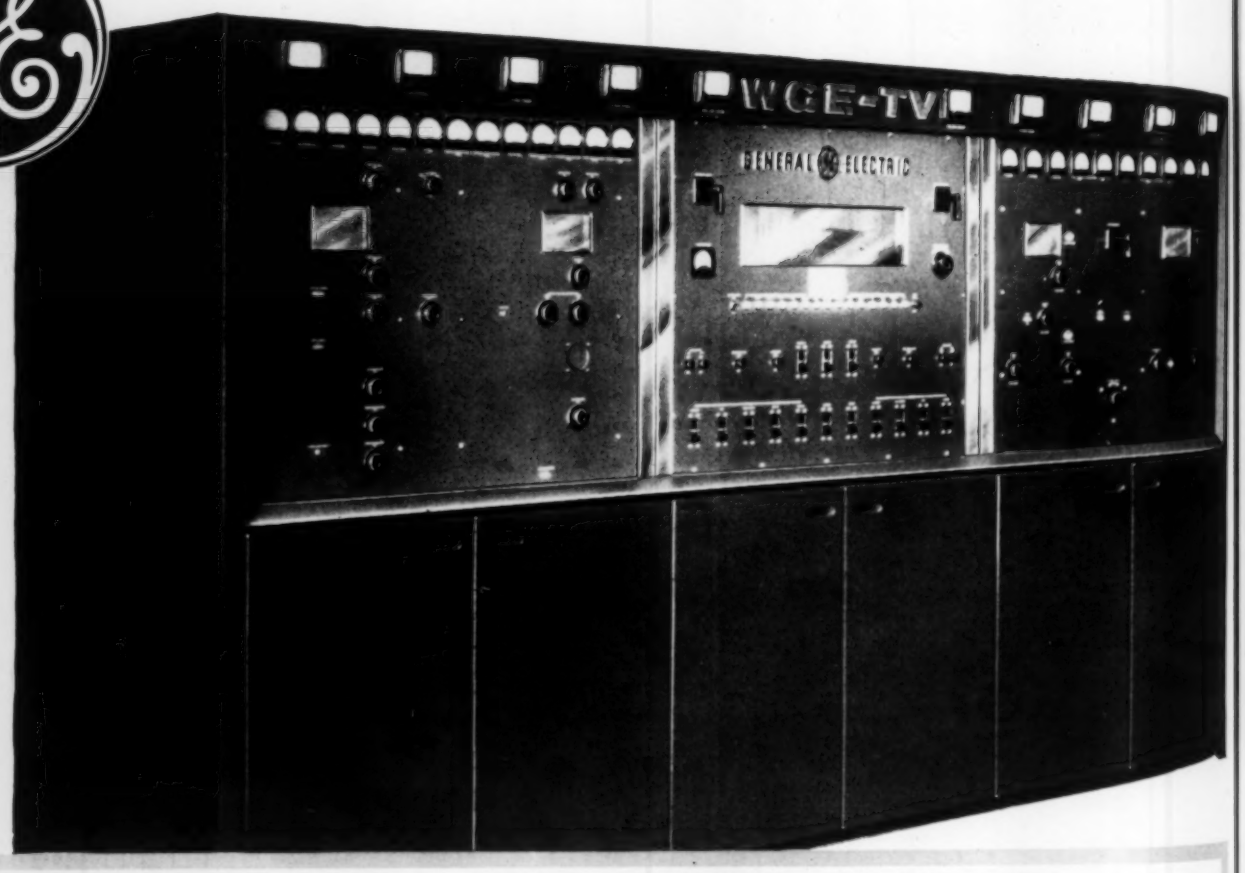
Check the South in — for sales through television.

CABLE DATE
SEPTEMBER
30TH

5 MAJOR SOUTHERN MARKETS • 4,100,000 PEOPLE

General Electric's Great New Air-Cooled TELEVISION TRANSMITTE

Cuts tube cost up to 85% saves you as much



Point-By-Point Comparison Shows Overwhelming G-E Advantages!

Characteristic	G. E. TT-10-A	Manufacturer A	Manufacturer B	Manufacturer C
Tube Cost (1 set)	$1200	$3300	$1500	$1400
Power Required (average picture)	14 kw	25 kw	23 kw (approx.)	25 kw
Size	12'5" L	17'4" L	17'11" L	16'7" L
	84" H	84" H	78" H	83" H
	34" D	38" D	36" D	40" D
Air Cooled	Yes	No	Yes	Yes
Self Contained	Yes	No	Yes	No
Direct Crystal Control of Aural Transmitter Frequency	Yes	No	No	No
Low Level Modulation	Yes	No	No	No
Vestigial Side Band Filter	Not Required	Required	Not Required	Required

... has $10,500 a year!

COMPLETELY SELF-CONTAINED UNIT FOR CHANNELS 2-6 . . . CUTS ANNUAL POWER COST UP TO $1,000 . . . REQUIRES ONLY 14 KW INPUT

A spectacular transmitter development, two years in the making at Electronics Park, now brings to broadcasters the *lowest initial tube cost, lowest operating cost, and lowest power consumption in the industry!*

The figures tell the story. Examine the comparison chart under the photograph at left. Measure these dollars-and-cents advantages against any television transmitter on the market today. In addition, here's what the General Electric TT-10-A offers in new design features:

Low Power Modulator using low cost receiver-type tubes saves you money. The most expensive modulator tube is a 1614 costing only $2.05.

Built-In Clamp Circuits eliminate the usual type of low frequency video distortion found in many input signals.

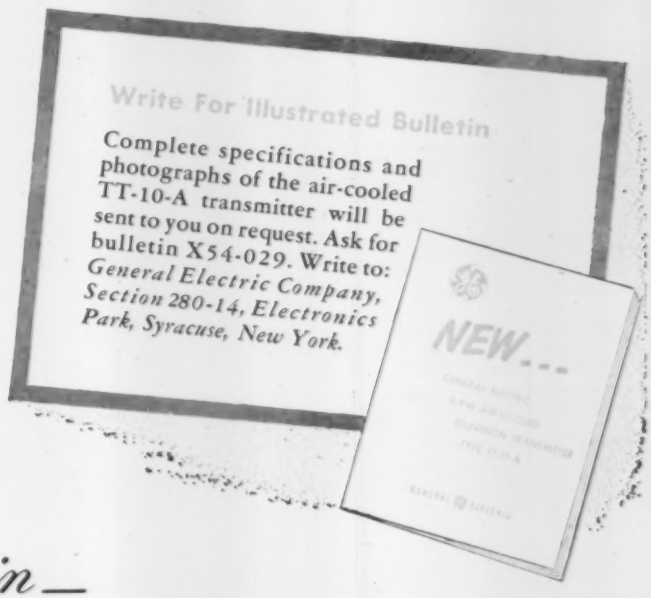
Completely Self Contained and Air Cooled. This transmitter occupies up to 37% less floor space than competing makes. Requires no external equipment, such as transformers, blower or water pumps.

Saves Time—Quick Tube Change. Every stage, including finals, equipped with plug-in sockets.

Adjustable White Clipper keeps predetermined modulation depth from being exceeded.

Increased Safety. High voltage interlocks and grounding switches on all cubicles.

For more details on this new transmitter, call the television representative at the General Electric office near you, or write: *General Electric Company, Electronics Park, Syracuse, New York.*


Write For Illustrated Bulletin
Complete specifications and photographs of the air-cooled TT-10-A transmitter will be sent to you on request. Ask for bulletin X54-029. Write to: General Electric Company, Section 280-14, Electronics Park, Syracuse, New York.
NEW...

You can put your confidence in—

GENERAL ELECTRIC

It's like a four-ring circus—having the best shows from all four TV networks—and even more fun for 200,000 viewers.

No wonder Toledoans are climbing aboard at a lively clip. Sets sales now stand at . . . .

And—as an added attraction, remember WSPD-TV bonus coverage in Northwestern Ohio and Southern Michigan.

There's still a spot for you. Why not climb on, too? Katz has the story. Get it today.

WSPD
TOLEDO, OHIO
A FORT INDUSTRY STATION
5000 WATTS ● NBC
Represented by
THE KATZ AGENCY, INC.

WSPD-TV
CHANNEL 13
Nat. Sales Hq: 488 Madison Avenue, New York 22, ELdorado 5-2455

telestatus

Rorabaugh's July Report

(Report 129)

WITH 65 television network advertisers active in July [BROADCASTING, Sept. 11], largest number of stations for any one show was bought by Philco Corp. for its *Philco TV Playhouse*. The firm used 59 NBC-TV outlets for an hour Sunday night prior to starting a hiatus in mid-July, according to the *Rorabaugh Report on Television Advertising*, published by the N. C. Rorabaugh Co.

Gillette Safety Razor Co. sponsored the All-Star Baseball Game on 33 NBC-TV affiliates on July 11, making this the largest piece of new business shown for the month in number of stations purchased. Kellogg Co. started backing two quarter hours of *Howdy Doody* on a regular schedule over 31 NBC-TV stations. Kenyon & Eckhardt, New York, placed the business.

A hiatus schedule carried in the July Rorabaugh report shows that a large number of network programs which did not appear in that issue were slated to return to the air in August and September.

Although most of the new spot accounts added in the July report were shown on only one and two stations, Thomas J. Lipton Co. did buy time on 14 outlets. Lucky Tiger Mfg. Co. started a schedule of spots on seven stations for its hair tonic as the second largest new account shown by Rorabaugh. There were 85 new accounts reported by Rorabaugh for July, the drop from June in total spot advertisers being caused, of course, by a greater number of cancellations.

In point of number of stations purchased, Bulova was the largest spot advertiser shown in the July Rorabaugh report. The firm placed business on 65 reporting stations. Brown & Williamson Tobacco Co., for Kool cigarettes, ran a schedule of spots on 58 stations. There were seven accounts shown as each spot on more than 45 reporting stations.

The largest product classification was Food and Food Product advertisers, recording 656 active accounts during the month (see table). Advertisers of Household Furnishings, Equipment & Supplies were a close second with 626 accounts. The food advertisers lead in total accounts in the network and spot fields, while the household group was tops locally.

NUMBER OF ADVERTISERS BY PRODUCT GROUPS

	Network	Spot	Local	Total
1. Agriculture & Farming	—	4	8	12
2. Apparel, Footwear & Access.	2	18	159	179
3. Automotive, Automotive Equip. & Access.	5	14	312	331
4. Beer & Wine	3	130	30	163
5. Building Materials, Equip. & Fixtures	—	1	106	107
6. Confectionery & Soft Drinks	5	67	79	151
7. Consumer Services	—	6	228	234
8. Construction & Contractors	—	1	29	30
9. Drugs & Remedies	3	10	24	37
10. Entertainment & Amusements	—	1	51	52
11. Food & Food Products	13	200	443	656
12. Gasoline, Lubricant & Other Fuels	2	20	45	67
13. Horticulture	—	—	23	23
14. Household Furnishings, Equip. & Supplies	4	64	558	626
15. Industrial Materials	—	5	16	21
16. Insurance, Banking & Real Estate	1	5	144	150
17. Jewelry, Optical Goods & Cameras	—	14	61	75
18. Office Equipment & Supplies	—	1	14	15
19. Publishing & Media	1	9	35	45
20. Radios, TV Sets, Phonographs, Musical Instruments & Access.	4	12	300	316
21. Retail Stores & Shops	—	—	167	167
22. Smoking Materials	9	19	5	33
23. Soaps, Cleansers & Polishes	1	19	13	33
24. Sporting Goods & Toys	—	—	32	32
25. Toiletries	10	34	10	54
26. Transportation, Travel & Resorts	—	15	16	31
Miscellaneous	2	28	63	93
TOTAL	65	697	2,971	3,733

* * *

KEYL, WHAS-TV Issue New Rates

NEW RATE structures have been announced by two stations. On

(Continued on page 64)

Weekly Television Summary—September 18, 1950, TELECASTING Survey

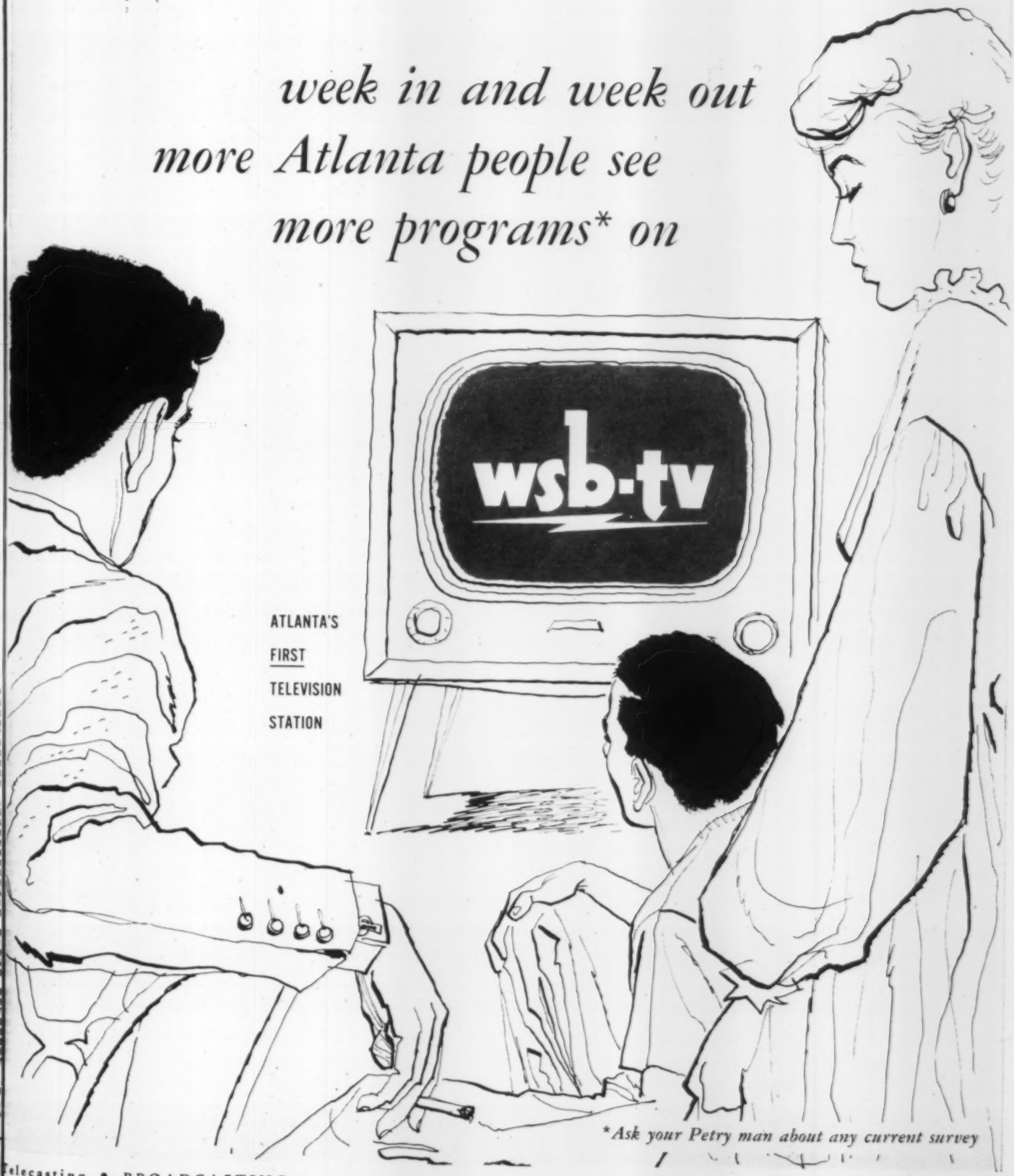
City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	4,000
Ames	WOI-TV	14,285
Atlanta	WAGA-TV, WSB-TV	55,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	191,515
Binghamton	WNBF-TV	20,400
Birmingham	WAFM-TV, WBRC-TV	21,200
Bloomington	WTTV	10,600
Boston	WBZ-TV, WNAC-TV	447,005
Buffalo	WBEN-TV	120,464
Charlotte	WBTV	22,218
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	568,063
Cincinnati	WCPO-TV, WKRC-TV, WLWT	153,000
Cleveland	WEWS, WNBK, WXEL	287,498
Columbus	WBNS-TV, WLWC, WTVN	86,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	70,958
Davenport	WOC-TV	18,373
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	106,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	306,420
Erie	WICU	38,700
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	70,958
Grand Rapids	WLAV-TV	47,846
Greensboro	WFMY-TV	19,500
Houston	KPRC-TV	37,152
Huntington-Charleston	WSAZ-TV	20,100
Indianapolis	WFBM-TV	71,250
Jacksonville	WMBR-TV	15,000
Johnstown	WJAC-TV	30,175
Kalamazoo-Battle Creek	WKZO-TV	38,075
Kansas City	WDAF-TV	50,542
Lancaster *	WGAL-TV	58,884
Lansing	WJIM-TV	28,500
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	693,369
Louisville	WAVE-TV, WHAS-TV	39,075
Memphis	WMCT	49,278
Miami	WTVJ	25,500
Milwaukee	WTMJ-TV	145,557
Minn.-St. Paul	KSTP-TV, WTCN-TV	121,400
Nashville	.....	1,500
New Haven	WNHC-TV	95,500
New Orleans	WDSU-TV	34,340
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,525,000
Newark	WATV	Inc. in N. Y. estimate
Norfolk	WTAR-TV	29,262
Oklahoma City	WKY-TV	42,254
Omaha	KMTV, WOW-TV	22,450
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	565,000
Phoenix	KPHO-TV	16,130
Pittsburgh	WDTV	132,000
Portland, Ore.	.....	970
Providence	WJAR-TV	71,000
Richmond	WTVR	29,954
Rochester	WHAM-TV	48,611
Rock Island	WHBF-TV	18,372
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Salt Lake City	KDYL-TV, KSL-TV	25,300
San Antonio	KEYL, WOAI-TV	25,941
San Diego	KFMB-TV	55,000
San Francisco	KGO-TV, KPIX, KRON-TV	74,826
Schenectady Albany-Troy	WRGB	99,500
Seattle	KING-TV	27,000
St. Louis	KSD-TV	165,000
Syracuse	WHEN, WSYR-TV	54,257
Toledo	WSPD-TV	53,000
Tulsa	KOTV	48,500
Utica-Rome	WKTV	23,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	160,570
Wilmington	WDEL-TV	42,777

* Lancaster and contiguous areas. Total Markets on Air 62 Stations on Air 106 Sets in Use 7,547,

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

Affiliated with
The Atlanta Journal and
The Atlanta Constitution

week in and week out
more Atlanta people see
more programs on*



ATLANTA'S
FIRST
TELEVISION
STATION

**Ask your Petry man about any current survey*

Simple Arithmetic!

in the great MIAMI market area 13 AM STATIONS DIVIDE 121,000 RADIO HOMES

but THE ONE EXCLUSIVE TV STATION HAS 32,000 FAMILIES ALL TO ITSELF

Programmed by all four major networks

WTVJ Channel 4 miami

STOP LISTEN LOOK

YOU CAN SELL MORE ON Channel 4 IN MIAMI

FREE and PETERS Nat'l Representatives

Propagation

(Continued from page 51)

by Kenneth A. Norton of NBS and a group of other Ad Hoc Committee engineers.

Although the original Reference E was never approved by the committee, pertinent material from it is analyzed and incorporated in Appendix B to Volume II. As such it constitutes the first suggested method of evaluating a given service when subject to interference from multiple sources. The report states a revised Reference E, in unpublished form, has been prepared by Mr. Norton and Harry Fine, FCC engineer, with the original title, "A Study of Methods for the Efficient Allocation of Radio Frequencies to Broadcasting Services Operating in the Range Above 50 mc."

The second suggested method, outlined in Appendix C of Volume II, is contained in Reference L, "An Abbreviated Method of Calculating Multiple Interference," by Mr. Fine. The author explains that while it "may not be quite as accurate an approximation" as that by use of revised Reference E, it is "much more practical from the standpoint of ease in application."

Third Technique

The third technique suggested, "The Log Normal Method," is contained in Appendix D. The fourth, "The Method of Numerical Integration," is presented in Appendix E of Volume II.

The "significant conclusions" of Volume II were endorsed without reservation by Edward W. Allen Jr., chairman of the Ad Hoc Committee and chief of FCC's Technical Information Division; Mr. Fine and William C. Boese, FCC; Ralph N. Harmon, Westinghouse; E. F. Vandivere Jr., FCC; Robert P. Wakeman, DuMont; George V. Waldo, FCC.

Endorsement with reservation was made by Mr. Norton as well as by Stuart L. Bailey, consulting engineer; C. B. Jolliffe, executive vice president of RCA Labs. Division in behalf of Dr. George H. Brown; Albert F. Murray, consulting TV engineer; Raymond M. Wilmotte, consulting engineer; Frank G. Kear, consulting engineer, and Jay W. Wright, CBS. Endorsement was declined by Messrs. Carroll and Page and Paul A. de Mars, consulting engineer.

Mr. Carroll explained that as a physicist "who has been specializing in the subject since the middle of 1941, it is especially painful to me to see such material put forth in the name of the Ad Hoc Committee as radio propagation data on the basis of which TV and FM stations may be allocated."

Carroll Comments

"I believe that I have spent as much time as any member of the committee," Mr. Carroll continued, "in trying to unravel this confused tangle of bald assumptions which have been mixed with a pitifully few facts and blown up into a statistical crazy-quilt hitherto quite unprecedented in radio engineering." He indicated he was "convinced that an intelligible document can be produced relatively quickly which will be a useful guide to a flexible allocation policy until more is known."

"The television industry deserves a better fate . . . than to have its allocations mired at the start in such a maze of confusion" as is Volume II, Mr. Carroll concluded.

Page Explains

Mr. Page explained that a report such as Volume II should be understandable to FCC engineers, professional radio engineers and other interested parties. But he found Volume II in its present form "filled with confused and confusing analyses, most of which leads to no results readily applied in practice."

Mr. de Mars chiefly expressed concern as to validity of the assumption of revised Reference E and Reference C, the latter an unpublished report titled "Ground Wave Propagation Over Irregular Terrain at Frequencies above 50 mc," by Mr. Norton, Morris Schulkin and Robert S. Kirby of NBS.

Several other references aside from those previously mentioned were reported by Volume II. Mr. Wilmotte, in Reference I, "Report on Interference Caused by More Than One Signal," presented a "theoretical survey of the problems of establishing the effect of the interference from several signals, its effect on estimating service areas of stations and some suggestions on the solution of these problems."

Mr. Fine, in Reference J, "Combination of Several Interfering Signals in the VHF Range," noted that "insufficient data is available to determine the exact mechanism for the addition of interfering signals," but discussed probable combinations.

Volume II also disclosed two unpublished reports which are not available for distribution at this time. One is Reference K, "The Effect on Television Service of Transmitting Antenna Height, Radiated Power, the Use of Off-Set or Synchronized Co-Channel Carriers, and of Correlation Among the Radio Fields Received From Several Transmitters," by Harold Staras of NBS. The other is Reference M, "A Statistical Analysis of Multiple Radio Interference to Television Service," by Mr. Staras and Marvin Blum, also of NBS.

PERSONAL appearance of the *Kukla, Fran & Ollie* cast Sept. 9 on *Rich's In Your Home* program over WSB-TV Atlanta brought together this luncheon group (l to r): Foreground, John M. Outler Jr., general manager, WSB-AM-FM-TV, and Joseph Guillozet, Rich's Department Store, program sponsor; background, Burr Tillstrom, creator of the puppets; Frank L. Pallota, Rich's; Fran Allison (Fran); J. Leonard Reinsch, managing director, WSB-AM-FM-TV, and Earl Yancey Sr., RCA. Kukla Fran and Ollie's appearance, coinciding with "Television Week" in Atlanta, previewed the return of the puppet show to WSB-TV Sept. 18.

WPTZ Kansas Viewer

AN EXAMPLE of how this is a small television world was provided in a recent WPTZ (TV) Philadelphia incident. Roy Neal, who conducts *Public Invited*, offered a puppy to the letter writer who had the best reason to give the pet a good home. An offer was received two days later from Mrs. Arthur Pearce of Gardner, Kan., 35 miles away from Kansas City. Mrs. Pearce wrote that WPTZ's audio was excellent although the picture wavered occasionally. P. S. She won a puppy.

WBAP-TV Fort Worth on air 2:30 p.m. to midnight Mon.-Fri., adding eight to 10 extra viewing hours. Total time is 65-70 hours weekly, with Sat.-Sun. schedules running evenings until 10 p.m.

EVERY DAY THAT PASSES MEANS MORE HAPPY WGN-TV ADVERTISERS

An agency writes—

"Although we have mentioned it many times before, we want you to know that everyone connected with the program here at the agency and with the client in Chicago is quite happy with the outstanding work you are doing... By now we have had experience with a great number of home economist shows and yours ranks among the very best in the country..."

An advertiser said recently—

"We experienced a considerable increase in our Chicago volume right from the start—33⅓%. Our sales are still climbing and are now 50% ahead of last year..."

• • •

Add these to the many other WGN-TV result stories and you'll see why WGN-TV is the nation's top Television station for spot advertisers—Your advertising schedule isn't complete if you're not on WGN-TV in Chicago.

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

Television's TOP Sales Opportunity

WILMINGTON
—first in income per family among all U.S. metropolitan centers of 100,000 or over.
Sales Management 1950 Survey of Buying Power.

DELAWARE
—first in retail store purchases; has highest per capita expenditure of any state.
U. S. Census Bureau figures released 7-2-50.

The only Television station in Delaware — it delivers you this buying audience.

If you're on Television —
WDEL-TV
is a must.

Represented by
ROBERT MEEKER
Associates
New York San Francisco
Los Angeles Chicago

Waltz King

(Continued from page 52)

organized in 1937 by Don Large, then music director of WJR Detroit, has been sponsored in radio by the Ford Motor Co., Marvel Cigarettes and Household Finance. Members are divided also into three other groups, The Grenadiers, a male sextet; Meadowlarks, three girls, and The Double-Daters, two couples.

Mr. Hall began singing in Milwaukee, where he appeared in night clubs. He had been a guest on many radio shows, including that of Arthur Godfrey, and was discovered by Mr. King after an appearance on the *Breakfast Club*. Miss Van has starred in numerous Chicago network and local TV shows, and Miss James just left the road company tour of "Lend An Ear," in which she had a leading role.

Much of the music played on the show is the same kind which made "The Waltz King" famous—slow, easy-going melodic selections. The style, however, instead of just bringing nostalgic looks to parents' faces, seems to appeal equally to their offspring. The latter are the fans who request studio passes for 50 and 75 persons at a time. Although the show has no studio audience, visitors can watch from an observation booth one floor above the studio.

Rehearsal Schedule

The rehearsal routine is rugged, and takes place after the chorus has memorized as many as 10 songs and five dance routines per week. Rehearsals, supervised by NBC Director Bill Hobin and McCann-Erickson Producer Andy Christian, are called for Tuesday before the Thursday show. After a 9:30 a.m. to 5 p.m. stint, cast members return Wednesday from 9:30 until 12:30. On Thursday, the group rehearses on camera from 2:30 until 5 and from 6:30 until show time (9:30 p.m.).

Because the show has several songs and two or three production numbers (with full cast) constructed around a single theme (vacations, a day on the farm, mystery stories), initial planning before rehearsals has to be intensive and sharp. Dialogue is minimized, and production crews attempt to get a tone as mellow as the golden saxophone. It's estimated that about 31 people work on the show, but no one is quite sure. Three cameras are used, and as many as 10 sets. Two dancers, apart from the chorus, are usually featured.

A favorite production last season was a pre-Christmas feature on Toyland, which came to life before the cameras with a rock-candy mountain, peppermint candy trees, spun-glass clouds, a five-foot rocking horse and a three-tiered wedding cake seven feet in diameter. Elaborately-costumed toy soldiers and dolls came to life also, playing games with a seven-foot panda, toy cars and fire engines. A snow-capped castle wall towered over a tin-soldier guard house, and huge toy blocks—three and two feet square—filled in the background. Painters turned the floor into a giant checkerboard.

OPENING of Wayne King's second season on NBC-TV finds these officials of Standard Oil Co. of Indiana and NBC television executives in group attending the premiere (l to r): A. W. Peake, president of Standard; Jules Herbuveaux, NBC Chicago TV manager; Dr. Robert E. Wilson, chairman of the board, Standard, and Dan McGuire, NBC account executive.

* * *

Mr. King insists, "We all take bows for everything, and no one takes bows for anything." He is sure television "is the most wonderful thing in the world!" Musically, he prefers his concert tours, but as a showman he likes TV because "it puts everything together that I've learned from childhood—and adds a lot. It's the most dominating medium I've found!"

A devotee of a rule which allows only music and entertainment, "and no tricks," Mr. King describes himself and the show as simple. "The pressure is to always be exotic, but we like it simple, melodic and wholesome. This is the hardest combination to achieve, because we must be interesting at the same time."

Commercial Policy

Although the agency describes him as a "soft but solid salesman," Mr. King rarely takes part in commercials. Policy is to keep commercial messages interesting, informative and minus heavy sales pressure, although the client insists on good identification. Commercials tie-in directly with other advertising used, but are often omitted in favor of public service plugs or mentions of accomplishments of the Junior Achievement Club, Future Farmers of America or 4-H members.

The company sells its name and service, first of all, and then its products—gas, oil, lubrication and heating oil, tires, batteries and other accessories. The commercial schedule, reviewed constantly, is made up a month in advance in an effort to get some of the flexibility found in radio.

The show with the big-glittering Standard crown as a trade-mark earned two first place awards as a musical TV program last spring—one in the Chicago Federated Advertising Club's annual awards competition and the other from a local video fan magazine. Wes Nunn, who calls TV "captivating and dynamic," and who finds "once you get in it there's no capacity at all," knows the medium's potentials as a social, economic and educational force. "We all need to watch out for abuse of it as an entertainment medium, though, and one of the greatest abuses is to fill with too many or too long commercials. That's why ours are brief and integrated."

NBC-TV NETWORK

Interconnected To Add 14

FOURTEEN non-interconected TV stations will become interconnected with the NBC-TV network by Oct. 1. NBC will then have 47 stations on its interconnected network and 16 on its non-interconnected network, totaling 63 stations.

Those joining the interconnected network, including WSAZ-TV Huntington, W. Va., which affiliated Sept. 1, are:

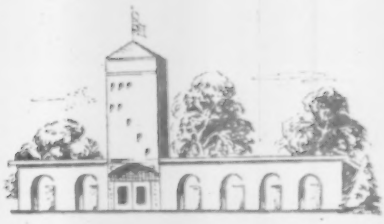
WFMY-TV Greensboro, N. C.; WBTV (TV) Charlotte, N. C.; WMBR-TV Jacksonville, Fla.; WSB-TV Atlanta, Ga.; WBRC-TV Birmingham, Ala.; WAVE-TV Louisville; WFBM-TV Indianapolis; WOC-TV Davenport, Iowa; KSTP-TV Minneapolis-St. Paul; WOW-TV Omaha; WDAF-TV Kansas City, Mo.; WSM-TV Nashville, and WTTV (TV) Bloomington, Ind.

Coy To Review Color

CHICAGO industry people will hear FCC Chairman Wayne Coy outline the present status of color television at a luncheon Sept. 26. Sponsored by the Chicago Television Council, which opens its fall season that day, Mr. Coy's speech will be heard also by members of the Chicago Radio Management Club as well as Midwest agency executives and set manufacturers. The invitation was sent to Mr. Coy by I. E. Showerman, NBC Chicago vice president and president of the Television Council. The luncheon is tentatively planned for a private dining room in the Palmer House.

XUM

another first for WWJ—The Detroit News



...TV goes to college!

WWJ-TV and the University of Michigan have announced completion of plans for a series of televised home-study courses this fall . . . the first venture into the field of university education by any TV station.

The entire academic resources of the university and the production and transmission facilities of the station were pledged to its success. Initial plans call for lectures on history, fine arts, music and the fundamentals of the natural sciences to be illustrated with all the visual aids employed in undergraduate instruction. The television "classes" will even be taken into research laboratories, workshops and rare book vaults usually barred to all but a few accredited students.

Those who enroll by the payment of a nominal fee to the university will be eligible for examinations and "certificates of recognition."

Mark this up as another in the long list of "firsts" credited to WWJ during its 30 years' existence. It adds immeasurably to the prestige and community confidence which WWJ has always enjoyed, and which has always proved so beneficial to its advertisers.

FIRST IN MICHIGAN • *Owned and Operated by* THE DETROIT NEWS

WWJ-TV

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

NBC Television Network

Telestatus

(Continued from page 58)

Sept. 1 KEYL (TV) San Antonio issued Rate Card No. 2. WHAS-TV Louisville started using its Rate Card No. 2 last Friday (Sept. 15).

At KEYL the one-time rate for a Class A hour (7 p.m. to sign-off and after 2 p.m. Sunday) becomes $250 for film programs and $312.50 for live programs. In Class B time (5-7 p.m., Monday through Saturday) a one-time hour is set at $187.50 under the film rate and $250 live. Class C time (before 5 p.m. Monday through Saturday and before 2 p.m. Sunday) is now $125 for a one-time hour of film time and $187.50 under the "live" rate.

Film rates for a one-time minute are listed on Rate Card No. 2 as: Class A, $35; Class B, $27, and Class C, $18. Live rates for one-minute announcements are set at $45 in Class A time, $37.50, Class B, and $28 for Class C on a one-time basis.

The new rate structure at WHAS-TV increases the hourly base rate in Class A time (6:30 p.m. to sign-off, Monday through Friday; 6 p.m. to sign-off, Saturday and Sunday) from $250 to $300. Other time costs are increased proportionately.

Time classifications also reportedly are changed with Rate Card No. 2. In addition to Class A time, Class B time becomes 5-6:30 p.m., Monday through Friday, and 12 n.-6 p.m., Saturday and Sunday. A new Class C bracket applies to all times not covered by Class A and B.

* * *

Durable Goods Studied In Video Homes

ADVERTEST RESEARCH last week released results of a preliminary investigation of "Durable Goods in TV Homes." Although there was some evidence of television advertising having influenced the purchase of durable goods, the firm points out that the infrequency of buying in this field makes investigation difficult. The sample included 764 interviews in TV homes within 50 miles of New York and, according to Advertest, "provides a valid measure against which future studies of this type can be placed and inspective analyses made."

* * *

Aces Still High

THE playing card business has not been affected by television and spokesmen for the trade expect card sales this year to hit a new high. This statement was made by representatives of playing card manufacturers exhibiting at the Boston gift show fortnight ago. It was pointed out that in New York City, metropolitan area where television coverage is heaviest in the country, sales of cards are running about 20% ahead of last year.

'Colgate Comedy Hour' Rated by Hooper

THE NEW *Colgate Comedy Hour*, NBC-TV's answer to the CBS-TV *Toast of the Town*, Sunday, 8-9 p.m., had a Hooperating of 31.2 on its premiere telecast Sept. 10, according to a special 12-city survey by C. E. Hooper Inc.

Toast of the Town, sponsored by Lincoln-Mercury, was rated at 20.2 the same night. The rating for that program the previous week was 36.4. The special ratings were among the first issued in Hooper's new 12-city popularity rating service announced a fortnight ago [TELECASTING, Sept. 11].

* * *

Videodex Announces August Ratings

TOP 10 network shows in two groupings, percentage of TV homes and number of TV homes, were released Friday by Videodex for Aug. 1-7 period covering a 62-market area. The Videodex ratings were shown as follows:

Rank	Show	Percentage TV Homes
1.	Toast of Town, CBS, 34 cities	37.2
2.	Stop Music, ABC, 50 cities	28.4
3.	Kraft TV Theatre, NBC, 34 cities	27.5
4.	Ford Star Revue, NBC, 45 cities	26.9
5.	Garry Moore Show, CBS, 19 cities	26.4
6.	Big Story, NBC, 32 cities	25.6
7.	Original Amateur Hour, NBC, 54 cities	25.3
8.	Break the Bank, NBC, 42 cities	24.2
9.	Lone Ranger (Fri.), ABC, 39 cities	23.9
10.	Your Hit Parade, NBC, 18 cities	23.7

	Number TV homes (000)	
1.	Toast of Town, CBS, 34 cities	1,950.9
2.	Stop Music, ABC, 50 cities	1,738.6
3.	Ford Star Revue, NBC, 45 cities	1,611.1
4.	Original Amateur Hour, NBC, 54 cities	1,459.4
5.	Kraft TV Theatre, NBC, 34 cities	1,447.2
6.	Break Bank, NBC, 42 cities	1,394.6
7.	Big Story, NBC, 32 cities	1,311.6
8.	Lone Ranger, ABC, 39 cities	1,280.5
9.	Beat Clock, CBS, 34 cities	1,144.3
10.	Cavalcade of Stars, DuMont, 20 cities	1,112.8

S. F.-L. A. RELAY

Four Carry Dedication Show

DEDICATION of the San Francisco-Los Angeles microwave relay last Friday night featured an hour-long, live variey show telecast by four stations simultaneously. Stations were KNBH (TV), KTTV (TV) Los Angeles; KRON-TV, KPIX (TV) San Francisco, doubling up on telecasting from each city. Art Linkletter emceed the show in Los Angeles and Ben Alexander in San Francisco.

FCC Comr. George Sterling was featured in a short talk by remote from the Institute of Radio Engineers annual West Coast regional convention in Los Angeles.

ABC-TV was first to utilize microwave relay on a pay basis with a special hour show last night (Sept. 17), celebrating the first anniversary of its KECA-TV Los Angeles. Show was beamed from KECA-TV to KGO-TV San Francisco and inaugurated a seven-day per week schedule for the latter ABC O&O station, in addition to introducing the TV fall program lineup.

upcoming

NAB District Meetings

Sept. 18-19: Dist. 7, Terrace Plaza Hotel, Cincinnati.
Sept. 21-22: Dist. 9, Northernaire Hotel, Three Lakes, Wis.
Sept. 25-26: Dist. 11, St. Paul Hotel, St. Paul.
Sept. 28-29: Dist. 10, Chase Hotel, St. Louis.
Oct. 2-3: Dist. 12, Tulsa Hotel, Tulsa.
Oct. 6-7: Dist. 3, Bedford Springs Hotel, Bedford, Pa.
Oct. 9-10: Dist. 1, Somerset Hotel, Boston.
Oct. 12-13: Dist. 2, Ten Eyck Hotel, Albany, N. Y.
Oct. 26-27: Dist. 6, Roosevelt Hotel, New Orleans.
Nov. 2-3: Dist. 4, Williamsburg Inn and Lodge, Williamsburg, Va.
Nov. 9-10: Dist. 5; Ansley Hotel, Atlanta.

Sept. 18-21: Financial Public Relations Assn. Convention, Hotel Statler, Boston.
Sept. 19-20: Canadian Broadcasting Corp. Board of Governors, Vancouver.
Sept. 23: Assn. of Women Broadcasters District 10, Savoy Hotel, Des Moines.
Sept. 23-30: National Television & Electronics Exposition, 69th Regiment Armory, New York.
Sept. 28-29: National Retail Dry Goods Assn. Radio-TV Workshop, Hotel Statler, New York.
Sept. 28-29: New Jersey Broadcasters Assn.-Rutgers U. Radio Institute, Asbury Park, N. J.
Sept. 28-30: Western Assn. of Broadcasters annual meeting, Palliser Hotel, Calgary.
Sept. 30-Oct. 7: Canadian Radio Week.
Sept. 30-Oct. 8: National Television and Electrical Living Show, Chicago Coliseum.
Oct. 4: AAAA board of directors meeting, Chicago.
Oct. 5-6: AAAA Central Council meeting, Hotel Drake, Chicago.
Oct. 5: Second International Advertising Convention, Hotel Plaza, New York.
Oct. 6-7: Ohio State U. Advertising and Sales Promotion Conference, Columbus.
Oct. 8-11: AAAA Pacific Council meeting, Hotel del Coronado, Coronado, Calif.
Oct. 9-March 19: Advertising & Selling Course, Advertising Club of New York, New York.
Oct. 18-21: NBC Annual Affiliates' Meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.
Oct. 22-24: 10th District convention, Advertising Federation of America, Amarillo, Tex.
Oct. 23-24: North Carolina Assn. of Broadcasters, Mid-Pines Club, Southern Pines, N. C.
Oct. 26-28: Audio Engineering Society Audio Fair, Hotel New Yorker, New York.
Oct. 30-Nov. 1: Radio-Television Mfrs. Assn. and Institute of Radio Engineers, Hotel Syracuse, Syracuse, N. Y.
Oct. 31-Nov. 1: AAAA Eastern Conference, Roosevelt Hotel, New York.
Nov. 3-4: Institute of Radio Engineers Kansas City Section, second annual Regional Papers Conference, President Hotel, Kansas City, Mo.
Nov. 9-10: Ohio Assn. of Broadcasters meeting, Columbus.
Nov. 16: AAAA Michigan council meeting, Hotel Statler, Detroit.
Nov. 16-18: National Assn. of Radio News Directors Convention, Hotel Sherman, Chicago.

WFBM-TV Indianapolis originated telecasts of Indiana State Fair activities for first time in history of event, station reports. Special events and regularly scheduled live shows were featured.

nothing but smiles under our umbrella!

WLAV-TV
CHANNEL 7 — GRAND RAPIDS
ONE YEAR OF SOLID SERVICE
Represented by John Pearson

Television camera with the eyes of a cat!

Why an image orthicon camera can see with only the light of a match

No. 9 in a series outlining high points in television history

Photos from historical collection of RCA

Although dramatic action, *in television plays, is often presented in the dimmest light—no detail is missed by the RCA image orthicon camera.*

• Show any camera fan the things a television camera is asked to do, and you'll leave him gasping!

The usual photographer, tied to the limitations of lens rating and film speed, must depend on flash bulbs, floodlights, or time exposures in dim light. But a television cameraman operating the RCA image orthicon camera gets sharp, clear pictures—*in motion*—in places where lack of light would *paralyze* the most costly "still" camera.

The secret, of course, is that the picture signals created within the RCA image orthicon camera can be intensified millions of times for transmission.

Here, in a testing battery *at RCA Tube Plant in Lancaster, Pa., RCA image orthicon pick-up tubes get the final seal of approval from an engineer.*

Youthful ancestor of this supersensitive instrument is the *iconoscope tube* invented by Dr. V. K. Zworykin, of RCA Laboratories. It was television's first all-electronic "eye"—without any moving parts, presenting no mechanical problems.

Basing their research on principles uncovered by Dr. Zworykin's iconoscope, RCA scientists were able to develop the image orthicon pick-up tube. Although simple to operate, and virtually foolproof, it is one of the most complex and compact electronic devices ever developed.

Within its slim length—not much bigger than a flashlight—are the essentials of three tubes, a phototube, a cathode ray tube, an electron multiplier. The phototube converts a light image into an electron image, which is electrically transferred to a target and scanned by an electron beam to create a radio signal. The electron multiplier then takes the signal and greatly amplifies its strength so that it may travel over circuits leading to the broadcast transmitter.

Inside the tube, more than 200 parts are meticulously assembled. There's a glass plate thinner than a soap bubble . . . a copper mesh pierced with 250,000 tiny holes to the square inch. A piece of polished nickel pierced with a hole so small you couldn't thread it with a human hair!

The image orthicon television camera, as developed by scientists at RCA Laboratories, is now 100 to 1000 times as sensitive as its parent—the iconoscope . . . and in the dark, sees almost as clearly as the keenest-eyed cat!

Radio Corporation of America

WORLD LEADER IN RADIO—FIRST IN TELEVISION

ZIV EXPANDS

Leases California Studios

IN A MOVE designed to enhance its production of TV films, Frederic W. Ziv Co. and its affiliate, Ziv Television Programs Inc., have acquired the lease to a large segment of the California Studios, in Hollywood.

Complete use of studio facilities and the administration building becomes Ziv's, effective Oct. 15, at a cost of $100,000 in cash, plus "additional sums" to be paid over the five-year period. The administration building will house the West Coast offices of the Ziv Co., and its three affiliates, Ziv Television Programs, World Broadcasting System, and Cisco Kid Products.

John L. Sinn, Ziv executive vice president, pointed out that Ziv's experience in TV film producing, both in Hollywood and New York, resulted in the conclusion that motion picture "know-how" necessarily produces the better TV movie. Proximity to talent, climatic conditions, and space availabilities, are added factors in the change.

Mr. Sinn noted that the five-year lease also signifies that Ziv is definitely committing itself to full-scale TV production in films.

Wander on ABC-TV

WANDER Co., Chicago, for Ovaltine, begins sponsorshop of *Sandy* Strong, marionette feature, on 15 ABC-TV stations Sept. 25. Show will originate live at WENR-TV Chicago and will be carried by kinescope on 14 other stations. It will be telecast as a five-a-week strip, 5:15-5:30 p.m. CDT. Grant Advertising is the agency.

WCAU-TV Philadelphia has launched 17-hour telecast day.

TVA-NETWORKS

First Negotiations Reported

FIRST of the Television Authority-networks negotiation meetings on talent in live shows and simultaneously-kinescoped shows was held in New York last week, TELECASTING learned unofficially.

Screen Actors Guild is understood to have conceded TVA jurisdiction in the limited sphere covered by the negotiations, although the larger jurisdictional dispute remains unsettled.

Some hopes are believed held that successful conclusion of these negotiations may lead to a larger overall settlement with the networks and agencies, if not film producers.

AMERICAN U., Washington, will offer for academic credit TV workshop in studios of WMAL-TV Washington. Workshop is directed by Van Beuren W. De Vries, producer for station.

McNeill's TV Debut

ABC DEBUTED its *Don McNeill TV Club* on the network from Chicago Wednesday night with a gala cocktail party-buffet supper-preview in the Civic Opera Bldg. headquarters. Among some 300 guests present were top executives of Philco Corp., which sponsors the hour show once weekly (Wednesday, 8-9 p.m. CDT) and ABC Vice Chairman Mark Woods, President Robert Kintner and Central Division Vice President John H. Norton Jr. Opinion was divided as to the high spot in the premiere—the fast patter of Screen Star Gloria Swanson with m.c. Don McNeill or the abandon with which James H. Carmine, executive vice president of Philco, tore up the commercial.

WENR-TV MOVE

Occupies New Quarters

NEW dressing rooms and offices in the Chicago Daily News Bldg. are being occupied this week by WENR-TV (ABC) Chicago after opening of its fourth studio last week. Studio N, one of two TV studios planned for new quarters in the Daily News Bldg., comprises almost 12,000 square feet of space, and is 34 feet wide and 46 feet long. The second spot for show originations, expected to be called Studio N-1, will be completed and in operation by the end of the year.

Other studios—A, Penthouse and Civic—are located in present ABC headquarters in the Civic Opera Bldg., across the Chicago River from the Daily News Bldg. Shows which will originate in Studio N, designed for simple programs without complicated production techniques, are *Housewife's Holiday*, *Mary Hartline's Party*, *Adventure Time* and the *Beulah Karney Show*.

Petition Accepted

PETITION of Michigan State College, Lansing, requesting permission to file late comment in FCC's TV reallocation proceeding so as to request Channel 10 (192-198 mc) there, has been granted by the Commission. FCC noted sufficient excuse for the delay had been given and no date has been announced yet for consideration of proposed allocations.

TV section of Society of Motion Picture Art Directors, Hollywood, has started series of semi-monthly meetings for exchange of new ideas and development in TV set designs.

The *Gray* TELOP makes PROFITS GROW for TV Stations

DUAL PROJECTION

SUPERIMPOSITION, LAP DISSOLVE or FADE-OUT

with NO KEYSTONING

THE *Gray* TELOP GIVES YOU EASY, LOW COST TV COMMERCIALS

The Gray TELOP projects from *FOUR optical openings:* photos, art work, transparencies, strip material or *small objects.* SOLVED is the problem of low budget yet visually exciting TV commercials! News flashes, news photos, temperature and time announcements, slides for lecture illustration, for station and sponsor identification... are efficiently composed for direct televising or with accompanying sound and commentary. *Packs interest and profit into every minute of your TV schedule!*

THE GRAY TELOP AND ACCESSORIES ARE WIDELY USED BY NETWORKS AND INDEPENDENT TV STATIONS

Gray MULTIPLEXER

Enables operation of pairs of projectors simultaneously into a single TV camera or individually into two separate cameras. PROTECTS AGAINST CAMERA CHAIN FAILURE BY QUICK THROW-OVER TO STANDBY CHAIN.

Gray TV CAMERA TURRETS

Enable a single camera to serve several projectors. Depending on size and optical throw, as many as eight projectors can be used. Rotate 360° on heavy precision bearings with exact positioning. 2 models: #556 and #430

Ask for Gray TV Catalog describing above equipment.

GRAY RESEARCH and Development Co., Inc.

24 Arbor St., Hartford 1, Conn.

Division of The GRAY MANUFACTURING COMPANY • Originators of the Gray Telephone Pay Station and the Gray Audograph

Respects

(Continued from page 46)

he $5 he had asked for. Fortunately, Sherman Clay & Co. hired him as piano stock bookkeeper at a $5 boost in salary. That was in 1927.

The mundane existence of a bookkeeper, however, soon forced him to take his first step toward bigger and better things and he joined Meier & Frank Co., Portland's largest department store, in the capacity of assistant advertising manager. Seven years later he decided that radio would be the answer to his desire to blend his many talents into a whole. Since 1936, when he became traffic, merchandising and promotion manager for KGW, radio has been his bailiwick.

In 1938 he was promoted to program director and in 1941 he became assistant manager and public relations director of KGW. He succeeded Arden X. Pangborn, present business manager of the Oregonian Publishing Co., as general manager of the station in 1946. Mr. Cox accredits much of his radio success to "trial and error method under top-flight executives who never tolerated the same mistake twice."

Improvement of Properties

There have been important changes at KGW since Mr. Cox assumed that managership in 1946. The station is now housed in the new Oregonian Bldg. and occupies 6,169 square feet of floor space. A great deal of improved technical program and engineering equipment has been added. In 1949 the entire engineering plant was modernized with a new transmitter, a new tower and rebuilt transmitter building.

Managerial duties never interfere with Mr. Cox's willingness to chat or tell a good story. He combines this hail-fellow-well-met personality with executive adroitness and rugged individualism. He has a keen and intimate interest in public affairs which never wanes.

In 1947-48 he was a member of NBC Stations Planning Advisory Committee, District 8. He served NBC affiliate stations in Oregon, Washington, Nevada, California, Hawaii and the Philippines. He is a past official and present member of the Oregon State Broadcasters' Assn., and in August took office as Director of the 17th NAB District, succeeding retiring director Harry Spence, KXRO Aberdeen, Wash. He is also on the AM Committee of NAB.

Since 1940, when he arranged the first network broadcast for the original Defense Bond Drive, he has served on every Treasury Dept. bond program. In 1945 he was made the Treasury Dept.'s trouble shooter, and was later selected as special consultant to the radio section of the War Finance Division of the United States Treasury. "Remembering my 16-word title was my most difficult job in Washington," he says.

National Acclaim

Mr. Cox served for three years on the board of directors of the Junior Chamber of Commerce, acted as chairman of the Jaycees' Toy and Joymakers Committee which won national acclaim for its yuletide activities. He has been a member of the Community Chest, Shriners Crippled Children Benefits, Portland Symphony, board of directors of the Infantile Paralysis Committee, Kiwanis, and many others.

For several years Mr. Cox worked as a member of Portland's renowned Rose Festival parade committee, and served as chairman of the Americana Fun Parade in 1938. The call of the wild elicited his special interest in a state-wide "Keep Oregon Green" campaign. He is a member of the Oregon Advertising Club's board of governors, third district vice president of the Advertising Assn. of the West, a member of the Cosmopolitan Club, and a member of the Multnomah Athletic Club.

As an athlete, Mr. Cox has played baseball on several championship teams, and college football and basketball. In 1944 he and his partner were runners-up in the Oregon State badminton doubles championship play-offs.

Mrs. Cox is the former Helen B. Arpke. The hobby which Mr. Cox indulges most is Jay, their seven-year-old son.

VISITING WGAY Silver Spring, Md., for the purpose of inspecting the facilities of a typical independent American commercial radio station, Selwyn Lloyd, M. P. (center), and Mrs. Mary Stocks, principal of one of the colleges of London U., are interviewed by Joseph L. Brechner, WGAY general manager. Members of a British commission subcommittee considering renewal of the BBC charter, Mr. Lloyd and Mrs. Stocks also scheduled visits to the FCC and members of the radio industry.

RADIO SET TAX

Canada Boosts Rate to 15%

FIRST NEW national defense boost in Canadian revenue was announced at Ottawa on Sept. 7 and included an increase from 10 to 15% in the excise tax on radio receivers. During World War II the excise tax on radios was 25%. A long list of electrical appliances also was increased from 10 to 15% in excises, as well as many other commodities including automobiles, beverages, candy, luxuries. Corporation taxes were boosted 5%.

Meanwhile, Radio Mfrs. Assn. of Canada announced sales of radio receivers for the first seven months of 1950 to be 348,070 sets, as against 345,069 in the same period in 1949. Inventories of receivers increased during the period from 149,816 in 1949 to 216,232 in 1950. Many of these sets will carry the new 15% tax when they leave the factory. No breakdown on TV receivers sold is available.

Stevens Retires

THOMAS M. STEVENS, radio engineer in the marine division of the FCC's Safety and Special Radio Service, retires from government service Sept. 29. He plans to reside in Paradise, Calif. Mr. Stevens joined FCC in 1942 in the Radio Intelligence Division. Formerly he was marine superintendent for RCA in Baltimore, New York, Boston and San Francisco.

SOCIAL RESEARCH

School Sets Radio-TV Courses

NEW School for Social Research, 66 W. 12th St., New York, has announced that Arno Huth, Ph. D., radio expert, writer and lecturer, will conduct four courses on radio and television during the school's fall and spring terms.

Participating in the courses will be leaders of public opinion and specialists in the fields of communication and international information. Courses will cover "Radio and Television Today," "International Broadcasting" and a "Seminar in International Broadcasting." Guest speakers and instructors will include: Raymond F. Guy, NBC, and president, Institute of Radio Engineers; Hon. Benjamin Cohen, assistant secretary-general in charge of public information, UN; and John S. Hayes, vice president and general manager, WTOP Washington.

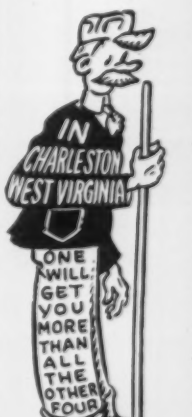
WILS of LANSING,
Mich. will stand on its head if
necessary to give you clever
program promotion and merchan-
dising service tailored to drive !
SEE RAMBEAU
Mr. WILS

Mr. W. I. Mackey
The Cramer-Krasselt Co.
Milwaukee, Wisconsin

Dear Mack:

That there message you see on my pants ain't jest sumpthin' that'll come outen th' wash! Nosirree, hit's a fack! Th' weekly WCHS total fer daytime lisseners is 83,500 'cordin' ter th' latest BMB figgers, an' th' grand total fer ALL th' other four Charleston stations is 72,340! Now ain't thet sumpthin', Mack? An' at night hit's th' same story! WCHS leads ALL th' opposition 66,480 tuh 51,780! Thet means thet you fellers what's usin' WCHS is reely gettin' yer money's worth, 'cause WCHS rates is lessen half what hit ud cost yuh ter buy th' other four! Thet's sumpthin' fer time buyers ter 'member, ain't it Mack!

Yrs.
Algy



WCHS
Charleston, W. Va.

ABC STATIONS

Advisory Meet Today

FIRST 1950-51 meeting of the ABC Stations Advisory Committee takes place today (Monday) at the Thousand Islands Club, Alexandria Bay, N. Y.

Committee consists of annually elected representatives of ABC affiliates in each of the eight ABC districts. It meets periodically with top network officials for program planning and discussion of mutual problems.

Representing ABC will be Edward J. Noble, chairman of board; Mark Woods, vice chairman of board; Robert E. Kintner, president; Ernest Lee Jahncke Jr., vice president in charge of stations; James Connolly, director of AM station operations; Otto Brandt, director of TV station operations; John H. Norton, vice president in charge of Central Division; Earl E. Anderson, vice president; Joseph A. McDonald, vice president and general attorney; Leonard Reeg, national director of programs, and Charles Ayres, national sales director.

Members of Station Advisory Committee and districts they represent are: Roger Clipp, chairman, WFIL Philadelphia, District 1; J. P. Williams, WING Dayton, Ohio, District 2; E. K. Hartenbower, KCMO Kansas City, Mo., District 3; Henry P. Johnston, WSGN Birmingham, Ala., District 4; Harold Hough, WBAP Fort Worth, District 5; Frank Carman, KUTA Salt Lake City, District 6; Archie Morton, KJR Seattle, District 7; Owen Uridge, WQAM Miami, Fla., District 8.

NAOB Graduation

COMMENCEMENT exercises for the fall graduating class of the National Academy of Broadcasting will be held in Washington next Friday (Sept. 22). A class of 12 will be awarded diplomas, Alice Keith, academy president, announced.

Quad-Cities

Rock Island, Ill. Moline, Ill.
East Moline, Ill. Davenport, Ia.

Four Cities-One Market

17.5% Gain in Population over 1940

232,733 (1950 census met. area)

80th U. S. market in population

Highest Hooperated Quad-Cities Station

"Delivering More Listeners at a Lower Cost"

WHBF AM · FM · TV 5000 WATTS BASIC ABC

allied arts

BILL BOROM, KABC San Antonio, forms Borom Radio Personnel Service, 703 S. Vernon, Dallas, Tex.

A. B. SAMBROOK, Frederic W. Ziv Co., Cincinnati, to RCA's Thesaurus and syndicated programs as field sales manager.

Mr. Sambrook

SHEPARD CHARTOC-DON COLE Productions, Chicago, retained as TV consultant by Gordon Best Agency, same city.

JACK D. SUMMERFIELD, national president Alpha Epsilon Rho, honorary radio fraternity, to staff Lowell Institute Cooperative Broadcasting Council, Boston, as producer.

Dr. D. MORGAN NEU to TV research department, Daniel Starch & Staff, N. Y., to continue study of TV commercials.

STEPHEN SLEISINGER Inc., N. Y., announces TV rights to *Red Ryder* radio show now available.

MURPHY-LILLIS Inc., N. Y., producer Chesterfield and Firestone films, names Attitudes Inc., Ho-Ho-Kus, N. J., as public relations counsel.

NEW INSTITUTE FOR FILM & TELEVISION, N. Y., sponsors "Six-Way" contest with prizes of scholarships totaling $2,670. Further information is obtainable from school at 29 Flatbush Ave., Brooklyn 17.

PENN McLEOD & Assoc., statistical and research organization, opens offices in Toronto at 365 Yonge St., with **J. D. PENN McLEOD** as manager. Toronto office will be head office of firm, with **W. B. WATTS,** vice-president, remaining in charge at Vancouver. **T. G. VATCHER,** formerly of Spitzer & Mills, advertising agency, Vancouver and Toronto, to Vancouver office of Penn McLeod & Assoc.

BRAND NAMES FOUNDATION Inc., N. Y., moves to 37 West 57th St.

Equipment . . .

Rear Admiral ROY M. W. GRAHAM, USN (Ret.) named special assistant to manager equipment sales division, Raytheon Mfg. Co., N. Y.

A. F. DOLLAR, controller RCA International Div., appointed director of accounts and finance, and **L. R. SCHORR,** chief accountant same division, will fill Mr. Dollar's position as controller.

B. L. BETHEL, Zenith Radio Corp., to vice president in charge of purchasing for John Meck Industries, Plymouth, Ind.

CHARLES BEAUMONT, USN (Ret.), to district sales manager Scott Radio Labs. in Washington, D. C.

JOHN M. MILLER Jr., a principal TV receiver engineer Bendix Radio Division, to chief engineer TV and radio research and engineering department.

SAM SPACHNER, veteran theatre manager, appointed house manager for Ambassador Playhouse, N. Y., recently acquired by DuMont TV for major network attractions.

CLAUDE BARRERE, radio-TV sales program representative, returns to fulltime activity in field with appointment to represent daytime TV show, *The Market Basket.*

AL WARREN, freelance specialist in West Coast public service programs, to L. A. County Chest X-Ray Survey Foundation as director of radio-TV.

DAVEN Co., Newark, N. J., announces availability of Type 35-A distortion and noise meter which provides rapid, accurate means of measuring distortion, noise and hum level in audio frequency equipment.

TED ESHBAUGH STUDIOS Inc., N. Y., introduces new TV film comedy *Bumps O'Dazy,* starring Billy Gilbert. Initial film is in color.

Technical . . .

JERRY PARKER, KCRG Cedar Rapids, Iowa, to chief engineer KROS Clinton, Iowa.

CARL Q. ANDERSON, KGAK Gallup, N. M., to chief engineer KGLN Glenwood Springs, Col. **JOHN PASSWATER,** KXOE Grand Junction, Col., to engineer KGLN.

RONALD KREUGER, film editor WDTV (TV) Pittsburgh, to active service with 28th Division, U. S. Army.

RICHARD A. SCHLEGEL, administrative assistant WCAU-TV Philadelphia, to assistant operations manager. **SYLVIO MUSCUFO** to production facilities manager and **CHARLES CAREY** to nighttime facilities supervisor WCAU-TV.

WILLIAM ROCKAR and **JACK MEYERS,** cameramen WGN-TV Chicago, to U. S. Signal Corps.

EDWARD G. MURRAY, sales department Monogram Pictures, to WPTZ (TV) Philadelphia as film buyer.

IRA LOWE, KCBQ San Diego studio engineer, to activity duty with Sixth Army. **TED ATHERTON,** summer relief, is replacement.

TELEVISION FUND Inc, Chicago, changes name to Television-Electronics Fund Inc.

Doughton Not Quitting

ONE of the oldest members of Congress, Rep. Robert L. Doughton (D-N. C.), spiked a story last week which claimed the chairman of the House Ways & Means Committee planned to retire and endorse a Statesville, N. C., man as successor to his Congressional seat. The Congressman, seeking his 21st term, said he had no intentions of resigning and if "for any reason I decided to quit, I would certainly not try to pick my successor."

IRE AWARDS

Dr. Zworykin Is C

INSTITUTE of Radio Engi 1951 Medal of Honor, hig award bestowed by the orga tion, will be conferred on Dr. Vl mir K. Zworykin, director of e tronic research and vice presi of RCA Labs. Division, Princet N. J., the IRE board of direct announced last week.

Dr. Zworykin will receive medal at the institute's an banquet during the IRE nati convention, March 19-22 at Ne York's Waldorf-Astoria Hotel. T medal is given annually in recog tion of "distinguished service re ered through substantial and i portant advancement in the scie and art of radio communication."

The directors also announc conferring of the grade of Fell upon 41 engineers and scientists radio and allied fields. The gra of Fellow, highest membersh classification in IRE, also will b presented at the annual banq in March. Recipients of the 19 Fellow Award are as follows:

Robert Adler, Zenith Radio Cor J. G. Brainerd, U. of Pennsylva C. G. Brennecke, North Caroline Sta College; R. D. Campbell, AT&T; R. Deardorff, Pacific Tel. & Tel. Co.; Joh H. DeWitt Jr., WSM Nashville; Harol F. Elliott, Palo Alto, Calif.; Clifford Fick, GE; E. L. Ginzton, Stanford U William M. Goodall, Bell Telephon Labs; John T. Henderson, National Re search Council, Ottawa; C. J. Hirsch Hazeltine Electronics Corp.; William Jackson, CAA; J. B. Johnson, Be Telephone Labs; A. G. Kandoian, Fe eral Telecommunications Labs; C. Kilgour, Crosley Div., Avco Corp T. J. Killian, Office of Naval Research J. B. Knox, RCA Victor, Montreal V. D. Landon, RCA Labs; Georg Lewis, IT&T; Harry R. Lubcke, DuM Lee Network; David G. C. Luck, RC Labs.

John F. Morrison, Bell Telephon Labs; G. A. Morton, RCA Labs; G. W Olive, CBC; O. W. Pike, GE; L. Reukema, U. of California; H. W. G Salinger, Farnsworth Research Corp Otto H. Schade, RCA Victor; Dona F. Schmit, RCA Victor; W. E. Shoupp Westinghouse; P. F. Siling, RCA Frequency Bureau; H. R. Skiffer, Air borne Instruments Labs; B. R. Teare Jr., Carnegie Institute of Technology Gordon N. Thayer, Bell Telephone Labs; Henry P. Thomas, GE; William C. Tinus, Bell Telephone Labs; Ernst Weber, Brooklyn Polytechnic Institute R. H. Williamson, GE; W. T. Wintringham, Bell Telephone Labs; G. A. Woonton, McGill U.

Back Proposal

AMERICAN Radio Relay League last week urged FCC to speed final adoption of the Commission's pro posed new disaster communications service "in order that the tradi tional ability of the amateur radio service to provide disaster com munications may be enhanced through liaison with other services engaged in disaster communica tion." ARRL generally endorses FCC's proposal [BROADCASTING Aug. 7].

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO

WBAL

NAB District 13 Registration, San Antonio, Tex.

(See story this issue)

STATION PERSONNEL

Barnard, Bruce, KROD El Paso; Beaver, C. K., KTBS Shreveport, La.; Birdsong, Lawrence, KLTI Longview; Bishop, Ken, KXIT Dalhart; Bostick, Buddy, KWTX Waco; Bradner, Mrs. James W. Jr., KGBC Galveston; Bright, Ray E., KTRH Houston; Bradner, James W. Jr., KGBC Galveston; Brown, Kenneth, KWFT Wichita Falls; Cagle, Gene Jr., KFJZ Fort Worth; Campbell, Martin, WFAA Dallas; Chapman, R. W., KSTB Breckenridge; Clough, Charles E., KWFT Wichita Falls; Cook, Louis E., KNOW Austin; Cranston, Geo., WBAP Fort Worth; Crocker, J. W., KRLD-TV Dallas; Curtis, James R., KFRO Longview; Dillahunty, Tom, KCMC Texarkana; Dorell, James C., Montgomery County Broadcasting Co.; Conroe; Drake, Dale, WRR Dallas; Dicken, N. J., KSET El Paso; Edwards, Sherrill E., KEYL (TV) San Antonio; Etter, A. C., KWKC Abilene; Fairley, Bill, KFDA Amarillo; Fletcher, Earle, KABC San Antonio; Foster, Sid, KSTB Breckenridge.

Gibson, R., KUNO Corpus Christi; Glasgow, R. Lee, WACO Waco; Hackney, Leo, KGVL Greenville; Harris, Jack, KPRC Houston; Harrison, C. E., KHIT Lampasas; Hawkins, Lloyd, KLTI Longview; Herndon, Ray, KTKH Houston; Hicks, John A., KEPO El Paso; Hill, Fred C., KTRE Lufkin; Hills, Ted, KXYZ Houston; Hinckle, Chuck, KWYX Waco; Hunt, Ted R., KROD El Paso; Johnson, Gene, KIWW San Antonio; Jordan, Charles B., KFJZ Fort Worth; Kellum, Kenneth, KCNC Fort Worth; Kennedy, Vann M., KSIX Corpus Christi; Kiel, Garfield, KWED Seguin; Kline, Willard L., KEPO El Paso; Kritser, Tom, KGNC Amarillo; Laurie, Mrs. Erma, KNET Palestine; Laurie, Bill, KEBE Jacksonville; Lewin, Lehman, KTRE Lufkin; Linsay, Peggy, KUNO Corpus Christi; Litteral, Ron, KLYN Amarillo; Manning, Charles R., KSIX Corpus Christi; Martin, Cudell, WRR Dallas; Mayberry, J. H., KUNO Corpus Christi; Meeker, R. C., KCOH Houston; Michaels, Bill, KABC San Antonio; Myers, Frank O., KCMC Texarkana; McNutt, J. B., KBUD Athens; Nahas, Fred, KXYZ Houston; Neathery, John W. Jr., Conroe; Nedow, Ben, KECK Odessa; Ogle, Byron W., KRGV Weslaco.

Pierre, W. R., KHIT Lampasas; Pink, Buck, KONO San Antonio; Reed, R. Alton, KYBS Dallas; Rembert, Clyde W., KRLD Dallas; Riklin, Art, KTRH Houston; Roberson, Howard, KLYN Amarillo; Rogers, W. D., KEYL San Antonio; Rossi, John D., KIBL Beeville; Roth, Bob and Roth, Jack, KONO San Antonio; Ruffin, Homer K., KUNO Corpus Christi; Speck, Jim, KCNC Fort Worth; Stewart, Frank, KTXN Austin; Swanson, Joel O., KPAC Port Arthur; Taylor, Ted, KRGV Weslaco; Tickers, Marjorie R., KPAC Port Arthur; Wells, Melbadean, KULP El Campo; Whaley, Bud, KEYL San Antonio; Worley, David R., KTFY Brownfield.

NAB

Miller, Justin and Hardy, Ralph W., NAB, Washington; Woodall, Allen M., WDAK Columbus, Ga.; Doherty, Richard P. and Batson, Charles A., NAB, Washington.

PUBLICATIONS & NEWS SERVICES

Long, Maury and Stag, Julian, BROADCASTING; Stine, Al, AP, Kansas City, Mo.; Gale, Jack, UP, Dallas; Gramling, Oliver, AP.

ENGINEERING & EQUIPMENT

Andrew, Victor J., Andrew Corp., Chicago; Hutcheson, Guy C., Arlington, Tex.; Shuffler, Robert M. and Lipscomb, Earl, Earl Lipscomb Assoc., Dallas; Marcy, Wayne E., Gates Radio Co., Houston; Norton, C. E., Towers Emsco., Houston.

TRANSCRIPTION SERVICES

Davies, Wm. T. (Bill), RCA Victor Program Service, Dallas; Davison, Walter B., Western Operations, Lang-Worth, Hollywood; Devine, John, Standard Radio; Hazlett, Bart, Harry S. Goodman western representative; Hogan, Gene L., MCA-MGM Radio Features, Dallas; Meehan, E. J., RCA, Dallas; O'Brien, Gerry, World Broadcasting; Stubblefield, Bill, Capitol Transcriptions, Hollywood.

STATION REPRESENTATIVES

Brown, Clarke R., John Blair & Co., Dallas; Evans, Joe, Free & Peters, Fort Worth; Harding, George T., The Branham Co., Dallas.

NETWORK REPRESENTATIVES

Dunavan, H. H. (Pat), Lone Star Chain, Dallas; Godwin, Charles, MBS, New York.

MUSIC COPYRIGHT

Burton, Robert J., BMI New York; Johnston, George W., SESAC, New York; McDowell, Charles, ASCAP, Dallas; Sallar, Herbert, ASCAP, Dallas; Wentworth, Ralph, BMI, New York.

MISC.

Hart, Miss Lee, BAB, New York; Hamilton, Ray V., Blackburn-Hamilton Co., Washington.

Feature of Week

(Continued from page 16)

serving of refreshments, buffet dinner and entertainment. Program will be simulcast over WTAR's AM and TV stations. Advertisers' night will be held Thursday to be followed by public inspection Friday, Saturday and Sunday.

Set with the cornerstone will be a time capsule containing microfilm of information and items intended to give people of the year 2050 "a clear impression of the life and times of the people of 1950." Material has been gathered from respondents throughout the area. Letters requesting information and items had been sent to radio-press news editors, the White House, Senators, Representatives, governors of Virginia and North Carolina, and other notables active in public affairs.

Advertising and promotion were extensive. Features pointing up radio's entrance in the Tidewater area some 27 years ago and other articles connected with WTAR-TV's debut last April were printed in the newspapers associated with the stations.

Among the many features of the modern structure are: Auditorium studio, with accommodations for an audience of 70 persons, a 32 x 48 stage big enough for a symphony orchestra, dressing rooms, lighting controls, viewing room on mezzanine; TV control room: film projection room; client's lounge with viewing window, built-in kitchenette: two large radio studios separated by control room containing announcers booth and full broadcasting equipment; record and transcription library; conference room; transmitter room. Antenna tower is located directly behind the building.

WJLS SALUTE

Hails Raleigh Centennial

PART played by WJLS Beckley and the radio industry at large in the growth of southern West Virginia is pointed up in the August issue of *The 560 News*, a monthly publication issued by WJLS which devoted its 53 pages in a salute to Raleigh County, W. Va.'s centennial celebration.

Highlighting articles are a digest of county history; a look at radio's future in the area; a reflection of what happened to FM; a study of home television vs. theatre TV; an outline of WJLS history; background sketch of Joel L. Smith Jr., owner WJLS, WKWK Wheeling, WKNA Charleston, W. Va., and a breakdown of WJLS departments as well as services performed by CBS, its parent network.

History of WJLS is told in connection with the growth of the county, its business and its population. Balance is attained with equal emphasis on radio, outlet, network and country. Publication is well interspersed with congratulatory messages to the county from firms and institutions.

NOT MUCH WAVING IN BANNER (Ky.)!

Banner is one place we don't WAVE in Kentucky. We don't have the power—or, frankly, the inclination!

Instead, our colors fly high over the rich Louisville Trading Area. Night and day we WAVE a galaxy of NBC and local stars—pull a tremendous audience in the 27 important Louisville-area counties, which account for nearly as much *business* as all the rest of the State, put together!

So roll up Banner, and WAVE Louisville! There's a *lot* stirring, around here!

LOUISVILLE'S WAVE

NBC AFFILIATE . . 5000 WATTS . . 970 KC

FREE & PETERS, INC. National Representatives

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write
Employers Reinsurance Corporation
Insurance Exchange Bldg., Kansas City, Missouri

The stars of today and tomorrow are *Yours for more Sales*
. . . with the *new era* in *Thesaurus*
Ray McKinley and his Orchestra

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal . . . top name artists! You get *comprehensive* programming, promotion, publicity, tie-ins, cross-plugs, sound effects . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

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RCA Victor Division
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New York 10, N. Y.
Chicago • Hollywood

ELECTRONICS MEET

Coy To Keynote Opening

FCC CHAIRMAN Wayne Coy will keynote the opening of the National Electronics Conference in Chicago with a luncheon address at the Edgewater Beach Hotel on Sept. 25. He will be introduced by Dr. W. L. Everitt, dean of engineering at the U. of Illinois.

The annual national forum on electronic research, development and application is sponsored jointly by the American Institute of Electrical Engineers, Illinois Institute of Technology, Institute of Radio Engineers, Northwestern U. and the U. of Illinois in cooperation with the U. of Wisconsin and the Society of Motion Picture and Television Engineers. The three-day conclave, Sept. 25-27, will stress highly technical subjects connected with all fields of electronics, including radio and television.

Technical sessions on Monday morning, opening day, will feature presentation of papers on microwaves and antennas and magnetic amplifiers. In the first classification, Donald K. Reynolds and Winston S. Lucke of Stanford Research Institute will discuss "Corrugated End-Fire Antennas"; William E. Good, Westinghouse Research Labs., "New Techniques in Microwave Spectroscopy," and G. E. Feiker and S. C. Clark Jr., of General Electric Co., "Properties of Longitudinal Slots in Circular Waveguides."

Three subjects will be presented at the television symposium Tuesday morning. They are "Television in Industrial Applications," J. A. Good, Diamond Power Specialty Corp.; "Stereo Television in Remote Control," H. R. Johnston, C. A. Hermanson and H. L. Hull, Argonne National Lab., and "The Genlock—A New Tool for Better Programming in TV," John H. Roe, RCA Victor Division.

The Tuesday luncheon speaker will be E. A. McFaul, formerly of Northwestern U., discussing "Is the Engineer Slipping?" He will be introduced by Titus LeClair, national president of the American Institute of Electrical Engineers, who is on the staff of Commonwealth Edison Co. The Wednesday luncheon group will be addressed by John V. L. Hogan, president of Interstate Broadcasting Co. and Radio Inventions, and past president of Institute of Radio Engineers. He will talk on "What's Behind IRE?" after being introduced by Raymond F. Guy of NBC, national president of IRE.

Displays of new electronic equipment, developments and components will be exhibited during the meeting. Exhibitors will include Boonton Radio Corp., Concord Radio Co., Allen B. DuMont Labs, Electro-Voice, General Electric Co., RCA (R-F Heating Division and Tube Division), Raytheon Manufacturing Co., and Sprague Electric Co.

STL Relay Ruling

RULES changes have been made final by FCC to allow AM stations to use studio-transmitter link radio relays. These STLs have been assigned the 925-940-mc portion of the industrial, scientific and medical band on a share basis. STLs for FM stations continue in the 940-952-mc band. Joint AM-FM outlets in the same city or metropolitan district may use a single STL facility, FCC ruled. Change is effective Oct. 16.

THIS is the artist's conception of the 709-ft. tower KRNT Des Moines, Iowa, is constructing in the city's downtown area. Completion of the FM and multi-purpose tower is expected by the first of the year. Shorter tower is the telephone company's 427-ft. network TV relay unit.

WJON STAFF

Personnel Is Announced

COMPLETE staff of WJON St. Cloud, Minn., ABC affiliate which went on the air Sept. 10 [BROADCASTING, Sept. 11], has been announced by W. C. Porsow, station manager.

In addition to Mr. Porsow, personnel includes: Paul T. Zahorik, commercial manager; Wallace MacBriar, program director; Robert Wayne, Jerry Sandstrom, Russ Nelson and Don Neer, announcers; Robert Muchow, chief engineer; Herm Schneider, sales; Genevieve Truzinski, receptionist, and Marie Zima, continuity. Owned and operated by the Granite City Broadcasting Co., WJON is assigned 250 w fulltime on 1240 kc.

WMSA-FM Massena, N. Y., has affiliated with 13-station Rural Radio (FM) Network.

VOD CONTEST

Promotion Disc Prepared

FIVE model transcribed talks by prominent national figures have been cut for NAB member stations to use in promoting the fourth annual Voice of Democracy contest. RCA pressings will be ready for station broadcast starting Oct. 1.

Guide manuals covering rules for the contest are being mailed all NAB stations, 28,000 high schools and U. S. Junior Chamber of Commerce chapters. NAB, the Chamber and Radio-Television Mfrs. Assn. are cooperating again in running the contest.

Voices heard in the transcribed talks are those of Justice Tom C. Clark, U. S. Supreme Court; Sen. Edwin C. Johnson (D-Col.); NAB President Justin Miller; Earl J. McGrath, U. S. Commissioner of Education; Rep. Brooks Hays (D-Ark). Chairman of the Voice of Democracy Committee is Robert K. Richards, NAB public affairs director.

FINANCE MEET

INCFO To Highlight Radio-TV

DISCUSSION on radio-television broadcasting finance will highlight the meeting of the Institute of Newspaper Controllers and Finance Officers in Cleveland, Oct. 17.

Cost to advertisers of the media's special services will be among the topics to be introduced. The forum will open with a talk on the "Economic Outlook in Radio and Television" by James D. Shouse, chairman of Crosley Broadcasting Corp. Formation of a special radio-TV committee also is planned, it was announced.

WAB Convention

WESTERN Assn. of Broadcasters will hold its annual convention at the Palliser Hotel, Calgary, Sept. 28-30. The meeting, postponed because of the recent Canadian railway strike, was to have been held at Jasper, Alta., Aug. 30-Sept. 2. Problems affecting all Canadian broadcasters will be discussed at the three-day meet under the chairmanship of William Guild, CJOC Lethbridge, president of WAB and chairman of the board, CAB. Reports on the Royal Commission on Arts, Letters and Science, on West Coast research, and on rates and frequency discounts will be heard, and participation of Canadian independent broadcasters in the current NARBA meet will be discussed.

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* B M B Study # 2

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*Standard Rate & Data's 1950-51 Consumer Markets.

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WOW-KCSJ CASE

Consolidated Hearing Set

IN ACCORD with the U. S. Court of Appeals decree reversing FCC's action which denied WOW Omaha opportunity to seek relief from daytime interference by KCSJ Pueblo, Col., the Commission has ordered investigation of the dispute [BROADCASTING, July 24]. FCC, however, also indicated WOW must answer to certain interference to KCSJ.

The Commission has set aside previous actions granting renewal of licenses to both WOW and KCSJ and has designated them for consolidated hearing Feb. 26, 1951. Both licenses have been extended on a temporary basis to March 1.

As indicated by the court in the WOW appeal, FCC set aside the KCSJ renewal and set it for hearing on the interference issue. WOW earlier had petitioned the Commission to direct KCSJ to use its night-time directional array during the daytime as well to protect WOW from interference it claims showed up after KCSJ began operations and which had not been predicted since the Commission soil conductivity map was in error. KCSJ is assigned 1 kw on 590 kc while WOW operates with 5 kw on that frequency.

Decrees Right to Hearing

The court ruled WOW was entitled to hearing on KCSJ's renewal application because of the newly-found interference condition, since the Communications Act specifies renewal bids are comparable to new applications in processing procedure involving interference conditions.

Using the court's reasoning, FCC in turn noted WOW had admitted interference to KCSJ and hence set aside WOW's renewal grant, designating the application for hearing with that of KCSJ. This action had been requested by KCSJ in a petition filed prior to WOW's court appeal and which pointed out it was in equal position with WOW since the same question of interference was involved.

Since KCSJ did not propose a specific array by which WOW might reduce its interference toward KCSJ, the Commission allowed the Pueblo station 30 days in which to petition for enlargement of the hearing issues to include a definite proposal.

NATIONAL NIELSEN RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCL. SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)

REGULAR WEEK AUG. 6-12, 1950 NIELSEN-RATING

Current Rank	Previous Rank	Programs	Current Rating Homes %
EVENING, ONCE-A-WEEK		(Average For All Programs)	(5.5)
1	7	Mr. Keen (CBS)	10.1
2	3	Crime Photographer (CBS)	9.8
3	8	Mr. District Attorney (NBC)	9.5
4	2	Big Story (NBC)	9.0
5		Gene Autry (CBS)	8.6
6	5	Mystery Theatre (CBS)	8.5
7	11	Mr. Chameleon (CBS)	7.8
8		Richard Diamond (NBC)	7.2
9	6	Life In Your Hand (NBC)	7.2
10	20	Horace Heidt Show (CBS)	7.0
EVENING, MULTI-WEEKLY		(Average For All Programs)	(3.0)
1	2	One Man's Family (NBC)	5.2
2	1	Lone Ranger (ABC)	5.2
3	3	News of the World (NBC)	4.9
WEEKDAY		(Average For All Programs)	(4.3)
1	4	Ma Perkins (CBS)	8.5
2	2	Romance of Helen Trent (CBS)	8.4
3	3	Our Gal, Sunday (CBS)	7.8
4	14	Big Sister (CBS)	7.3
5	15	Guiding Light (CBS)	7.1
6	11	Right to Happiness (NBC)	7.1
7	6	Pepper Young's Family (NBC)	7.1
8	1	Arthur Godfrey (Ligg. & Meyers) (CBS)	7.0
9	7	Aunt Jenny (CBS)	6.9
10	5	Wendy Warren (CBS)	6.7
DAY, SUNDAY		(Average For All Programs)	(2.4)
1	1	True Detective Mysteries (MBS)	5.7
2	2	Shadow (MBS)	4.7
3	3	Martin Kane, Private Eye (MBS)	4.0
DAY, SATURDAY		(Average For All Programs)	(4.7)
1	1	Armstrong Theatre (CBS)	8.7
2	3	Stars Over Hollywood (CBS)	8.5
3	2	Grand Central Station (CBS)	8.2

NOTE: Number of home is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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AAAA SCHEDULE

Fall Sessions Set

AMERICAN Assn. of Advertising Agencies has announced the schedule for its fall regional conventions.

The AAAA Central Council meeting will be held Oct. 5-6 at the Hotel Drake, Chicago, with Henry Haupt, BBDO, Chicago, council chairman head of program plans. The Pacific Council annual meeting takes place Oct. 8-11 at Hotel del Coronado, Coronado, Calif., headed by George Weber, Mac Wilkins, Cole & Weber, Seattle. The Eastern annual conference will be held at the Roosevelt Hotel, New York, Oct. 31-Nov. 1, with J. Davis Danforth, BBDO, New York, as council chairman. Meeting place for the Michigan Council annual meeting is the Hotel Statler, Detroit, Nov. 16, with J. L. McQuigg, Geyer, Newell & Ganger, Detroit, in charge of the program.

The national AAAA board of directors will meet in Chicago, Oct. 4, before the Central Council Convention.

'FORWARD AMERICA'

Voted Award of Merit

WORLD BROADCASTING SYSTEM, producer of transcribed radio series, has been voted an "Award of Merit" for its patriotic narrative series, *Forward America*, by the Veterans of Foreign Wars. Citation applauds the series for contributing toward national understanding.

Program features voice of the late Walter Huston, reading passages from American speeches and selections from outstanding national literature, with musical background and selections appropriately Americana.

AGENCY CHAIRMEN

Named for Eastern AAAA

CHAIRMEN for seven group meetings of the 1950 Eastern annual conference of American Assn. of Advertising Agencies, to be held Oct. 31-Nov. 1, have been named by J. Davis Danforth, BBDO, conference chairman.

The following will preside at the sessions to be held at the Roosevelt Hotel, New York:

Creative—Walter Weir, president, Walter Weir Inc., New York. Mechanical Production—Ernest Donohue, in charge of production, BBDO, New York. Research—Sherwood Dodge, vice president in charge of media and research, Foote, Cone & Belding, New York. Radio & Television Production—Myron Kirk, vice president and radio-TV director, Kudner Agency, New York. Management—Fletcher D. Richards, chairman and president, Fletcher D. Richards Inc., New York. Marketing & Merchandising—Lawrence Valenstein, president and treasurer, Grey Adv., New York. Media—Linnea Nelson, radio-TV timebuyer, J. Walter Thompson, New York (for radio and TV timebuying); H. H. Kynett, partner, the Aitkin-Kynett Co., Philadelphia (for buying of printed media).

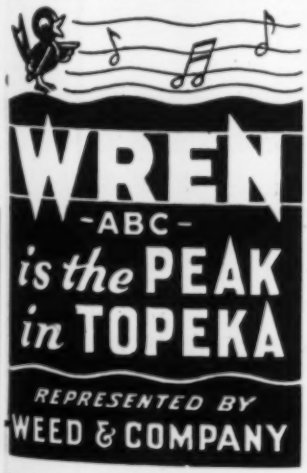
The creative, mechanical production and research sessions will be held simultaneously Tuesday morning, Oct. 31, with afternoon meeting on radio and TV production. Management, marketing and merchandising and media sessions take place Wednesday morning, Nov. 1, followed by a luncheon for agency management executives. Nov. 1 afternoon features a general "town meeting" for all AAAA people from New York, New England and Atlantic councils.

Revive Service

REACTIVATION of the state guard radio service sharing 2726 kc has been proposed by the FCC "because of current developments." Used by some 30 state guard organizations during World War II, the service handles emergency communications pertaining to protection of life and property. Deadline for filing comments on FCC proposal is Oct. 16.

WJIV Grant Stands

SAVANNAH Radio Council's second effort to block commencement of E. D. Rivers Jr.'s WJIV Savannah, Ga., has been denied by the FCC. The Commission has dismissed a petition seeking reconsideration of an earlier FCC action denying the council's request that the WJIV grant be set aside on the grounds Mr. Rivers has not operated WEAS Decatur, Ga., in proper manner [BROADCASTING, Aug. 7]. The council is composed of Savannah stations other than WJIV.



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September 8 Decisions . . .

BY COMMISSION EN BANC

WKAR East Lansing, Mich.—On petition granted permission to file late comment in television proceedings in Docket 8736 et al. proposing that TV Chan. 10 be allocated to Lansing, Mich.

KUHF Houston, Tex.—Granted CP new non-commercial education FM broadcast station, to replace expired CP; new CP to bear expiration date of 6 months from date of grant.

Twentieth Century-Fox Film Corp., New York—Placed in pending file application for CP for new portable experimental TV relay station on 6850-6875 mc in area of New York City, pending determination of issues in Docket 9572 (Establishment of uniform policy to be followed in licensing of radio broadcast stations in connection with violations by an applicant of laws of the United States other than the Communications Act of 1934, as amended).

Francis J. Matrangola, Wildwood, N. J.—Designated for hearing at Washington on Feb. 7, 1951, application for new station on 1230 kc, 250 w unl., and made WSNJ Bridgeton, N. J. and WITH Baltimore, Md., parties to proceeding.

Phillip R. Hurlbut and Valley Bcstg. Co., Farmington, N. M.—Designated for hearing in consolidated proceeding application of Hurlbut and of Valley Bcstg. Co., both requesting new stations on 1240 kc, 250 w unl. at Farmington. Hearing to be in Washington on Feb. 12, 1951.

KUIN Grants Pass, Ore.—On petition waived Sec. 3.41 of the rules and granted application for CP to install new trans.

KEPO El Paso, Tex.—Designated for hearing at Washington, on Feb. 9, 1951, application for CP to increase day power from 5 kw to 10 kw and change DA for daytime use, upon issue to determine technical and other qualifications of applicant corporation, its officers, directors and stockholders to operate KEPO as proposed and with particular reference to qualifications of stockholder H. J. Griffith in light of matters in issue in case of U. S. v. Griffith, et al, 334 U.S. 100.

WISE Asheville, N. C.—Denied reconsideration and grant without hearing of application to change facilities from 1230 kc 250 w unl., to 680 kc 1 kw DA-2, and amended issue No. 3 of Commission's order of April 13 to determine other services available to proposed WISE service area.

Radio Reading, Reading, Pa.—Designated for hearing at Washington on Feb. 13, 1951, application for new station unl. on 1510 kc, 1 kw, with same directional antenna day and night; made WLAC, Nashville, Tenn., party to proceeding.

WVOK Birmingham, Ala.—Designated for hearing at Washington on Feb. 14, 1951, application for mod. CP to change from DA to non-DA; made WWEZ New Orleans, party to proceeding.

WLBJ Bowling Green, Ky.—Designated for hearing at Washington on Feb. 15, 1951, application for mod. CP to increase daytime power from 1 kw to 5 kw, on 1410 kc, and install new trans.; made WVJS Owensboro, Ky., and WIEL Elizabethtown, Ky., parties to proceeding.

WJPR Greenville, Miss; WEDR Fairfield, Ala. and Harold Ritchie McBride, Birmingham, Ala.—Designated for consolidated hearing at Washington on Feb. 16, 1951, applications of WJPR to change from 1340 kc 250 w unl. to 1330 kc, 500 w N 1 kw-D DA-N, WEDR to change facilities from 1220 kc 1 kw D to 1330 kc 500 w N 1 kw-D DA-N, and McBride for new station on 1320 kc 1 kw D.

Buttrey, Bcst. Inc., Billings, Mont.; KFXD Nampa, Ida.; KOPR Butte, Mont.—Designated for consolidated hearing at Washington on Feb. 20, 1951, application of Buttrey new station on 580 kc, 5 kw, unl. DA-N; KFXD to increase power from 1 kw to 5 kw, unl. on 580 kc with DA-DN; and KOPR to change from 550 kc, 1 kw, DA-N, unl., to 580 kc, 1 kw night, 5 kw-D, DA-N, unl.; made WIBW Topeka, Kan., party to proceeding.

Paris Bcstg. Corp., Paris, Ill.—Denied petition requesting reconsideration and grant without hearing of application for new station on 1420 kc 250 w D; further ordered WDWS Champaign, Ill. be made party to proceeding.

KYUM Yuma, Ariz.—On petition, reconsidered and granted without hearing application for mod. CP to change trans. location; conditioned to taking care of blanketing situation.

WJPH Green Bay, Wis.—On petition removed from hearing docket and granted application for CP to change from 810 kc 1 kw, D to 1440 kc 500 w N, 1 kw-D DA-N.

KBOR Brownsville, Tex.—Granted mod. CP to correct minor errors in nighttime DA calculations.

KXLA Pasadena, Calif.—Granted in part, petition of KXLA requesting mod. and enlargement of hearing issues in proceeding on mod. license and In re Order to show cause and struck Issues 1, 2 and 3 from hearing order of March 6 and substituted new issues.

Belvedere Bcstg. Corp., Baltimore, Md.—On Commission's own motion advanced date for oral argument in Docket 8996 (application for new station on 1400 kc 250 w unl.) from Sept. 22 to Sept. 15.

BY THE SECRETARY

KTER Terrell, Tex.—Granted mod. CP to change type trans.

Following remote pickups deleted pursuant to provisions of Section 4.402 of the Commission's Rules and Regulations: KA-5561 Redwood Bcstg. Co. Inc., Eureka, Calif.; KA-4628, KA-4629, KA-4630, KSA-714, WGN, Inc., Chicago, Ill.; KA-5535, News Sentinel Bcstg. Co. Inc., Fort Wayne, Ind., KA-5466, KA-5467, American Bcstg Corp., Lexington, Ky.; KCA-799 The Yankee Network Inc., Boston, Mass.; KA-5522, KA-5521, Midland Bcstg. Co. Inc., Kansas City, Mo.; KA-5497 Jefferson Standard Bcstg. Co., Charlotte, N. C.; KA-5614, KA-5615, WHP Inc., Harrisburg, Pa.; KA-5565, KA-5566, Scranton Bcstrs. Inc., Scranton, Pa.; KA-5487 The Enterprise Co., Beaumont, Tex.; KA-4734, KTRH Bcstg. Co., Houston, Tex.

Granted renewal of licenses to following remote pickups on regular basis: KGB-258 KA-6552 WWSW Inc., Pittsburgh, Pa.; KA-5699, Radio Americas Corp., Mayaguez, P. R.; KA-5040 Voice of Puerto Rico Inc., Ponce, P. R.

Granted renewal of license to following remote pickup on regular basis subject to change in frequency which may result from proceedings in Docket 6651: KA-6645 News Sentinel Bcstg. Co., Inc., Fort Wayne, Ind.

Extended following remote pickup licenses on temporary basis to Dec. 1: KMA-765, KA-3157, Board of Education of the San Francisco Unified School District, San Francisco; KA-7154, KPIX Inc., San Francisco; KQA-755, KA-2313, KA-4606, KA-4607, KA-4608, WJR The Goodwill Station Inc., Detroit, KA-4621, KA-4622, KA-4623, General Electric Co., Schenectady, N. Y.; KAA-994, KA-3616, KA-5606, WDAY Inc., Fargo, N. D.; KA-2775, KA-7065 The WGAR Bcstg. Co., Cleveland, Ohio.

Extended following remote pickup licenses on temporary basis to Dec. 1, subject to change in frequency which may result from proceeding in Docket 6651: KA-6512, KA-6513, Warner Bros. Bcstg. Corp., Hollywood, Calif.; KA-4552, KA-4553, KMPC The Station of the Stars Inc., Los Angeles.; KA-7152, KA-7153, KA-7155, KA-7156, KPIX Inc., San Francisco; KA-2879, College of the Pacific, Stockton, Calif.; KA-4605 [illegible] The Goodwill Station Inc., Detroit, KA-3416, Albuquerque Bcstg. Co., Albuquerque, N. M.; KA-4620, General Electric Co., Schenectady, N. Y.; KA-6481, WDAY Inc., Fargo, N. D., KQA-795, WGAR Bcstg. Co., Cleveland, Ohio; KA-3407, WGAR Bcstg. Co., Cleveland, Ohio; KA-3625, WKAQ Corp., San Juan, P. R.

Extended following remote pickup license on temp. basis to Dec. 1, subject to express condition that this action shall be without prejudice to any action Commission may take with respect to outstanding authorizations or applications of the grantee in light of decision of Supreme Court in United States v. Paramount Pictures, Inc., et als, 334 U. S. 131: KA-4039, Allen B. DuMont Laboratories Inc., New York.

Extended following remote pickup licenses on temp. basis to Dec. 1 subject to condition that this action is without prejudice to any action Commission may take with respect to any pending applications for renewals of licenses of stations licensed to grantee: KA-4643, American Bcstg. Co. Inc., San Francisco; KA-4657, same, Chicago; KA-4648, KA-4653, KA-4654, same, New York; KA-4815, KA-4816, KA-4821, KA-5189, KA-5190, KA-5191, KA-5192, National Bcstg. Co. Inc., Hollywood, Calif.; KA-4814, KA-4818, KA-5148, KA-5150, KA-5163, same, San Francisco; KA-4683, KA-4685, KA-4686, KA-5194, KA-5195, KA-5196, same, Denver, Col.; KA-5174, KA-5175, KA-5177, KA-5469, KA-5470, KA-5472, KGA-844, same, Washington, D. C.; KA-4676, KA-4680, KA-5145, KA-5146, KA-5147, KA-5162, KSA-720, same, Chicago; KA-4687, KA-4690, KA-4693, KA-5169, KA-5170, KA-5172, same, New York; KA-4633, KA-4637, same, New York; KA-4823, KA-4824, KA-5130, KA-5131, KMA-376, National Bcstg. Co. Inc., Hollywood, Calif.; KA-4822, KA-5071, KA-5072, KMA-675, same, San Francisco, Calif.; KA-4675, KA-5073, same, Denver, Col.; KA-5004, KA-6514, KA-6515, same, Washington, D. C.; KA-4673, KA-4999, KA-5000, same, Chicago; KA-4669, KA-4670, KA-5001, KA-5002, KEA-650, same, New York.

Granted renewal of licenses of following STL's on regular basis: KAA-41 Iowa State College of Agriculture and Mechanic Arts, Ames, Ia.; KQA-41 The Regents of the U. of Michigan, Ann Arbor, Mich.

WHSY Hattiesburg, Miss.—Granted license install new trans.

KCLS Flagstaff, Ariz.—Granted license for new AM station; 1340 kc 250 w unl.

WKRM Columbia, Tenn.—Granted mod. license to change main studio location.

KCLW Hamilton, Tex.—Granted mod. license to change main studio location.

WHKP Hendersonville, N. C.—Granted mod. license to change main studio location.

KOGT Orange, Tex.—Granted mod. license to change main studio location.

WDOD Chattanooga, Tenn.—Granted CP to install new trans. to be used as an aux. trans. at present location of main trans. on 1310 kc, 1 kw, for aux. purposes only.

KUTA Salt Lake City, Utah—Granted

(Continued on page 81)

FCC actions

SEPTEMBER 8 TO SEPTEMBER 14

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization		CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

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Daven Type 11A Transmission Measuring Set is fast proving itself a "must" for FM and AM station engineers. This instrument offers an ideal solution for making measurements required by FCC "proof of performance" regulations.

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BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Station manager, with sales background for network station in Ohio. Single station in manufacturing city of 65,000; also serves large rural area. Give in first letter actual station management and sales experience; personal and family statistics; reason for leaving last two positions; references; photo; income desired. Station operating at a profit, but good management will produce better results for clients and greater profit for station and the manager. Box 395G, BROADCASTING.

General manager for 250 watt independent midwest station city of 14,000. Excellent opportunity. Replies will be kept confidential. Box 414G, BROADCASTING.

Experienced manager for local (250 watt) fulltime station in progressive east coast community of 15,000. Opportunity to buy up to fourth interest; requires 5-7 thousand. Will stand closest investigation. Give full details in confidence. Box 444G, BROADCASTING.

Salesman

Wanted, experienced time salesman who can sell in competitive market for ABC 250 watter, northeast Texas. Salary plus incentive arrangement. Please send details of experience, business and character references and photo. Box 776F, BROADCASTING.

Wanted, salesman or commercial manager for 1000 watt progressive daytime independent station in south. Excellent working conditions and financial arrangement, but highly competitive market. Car preferred. Rush photograph, history and references. Box 384G, BROADCASTING.

Top salesman wanted: Commercial manager position available if you have the stuff. Ideal midwest location. Write P. O. Box 628, Benton Harbor, Michigan.

Announcers

Network affiliate Rocky Mountain area has opening for announcer-copywriter. Send transcription and full details with first letter. Box 909F, BROADCASTING.

Need aggressive personality type announcer immediately, all-round announcing duties. Send disc, photo and first letter with complete background information. Box 283G, BROADCASTING.

Experienced combination man, good salary, immediate employment. Box 312G, BROADCASTING.

Combination announcer and engineer, 1st class ticket. Must be experienced announcer. 2 position open immediately; 1 position to be filled by experienced sportscaster. 40 hour week. Starting salary $260 per month. Car necessary. Station well established and growing. Applicant will be hired only by personal interview. Send audition disc and photo with first letter. Box 327G, BROADCASTING.

Announcer, experience necessary. Send disc, photo, draft status, full information first letter. Box 403G, BROADCASTING.

New station needs combination announcer-engineer. Emphasis on announcing. Send disc and letter. KBOE, Oskaloosa, Iowa.

Wanted: Announcer-engineer. Emphasis on announcing. Free living quarters to single person. Can go places. Phone 3733, KLIC, Monroe, La.

Announcer-operator wanted. State details, salary requirements etc. first letter. Personal interview necessary. WKTY, La Crosse, Wisconsin.

Help Wanted (Cont'd)

Announcer, disc jockey with experience in record shows slanted to the listening housewife. Must have good voice; knowledge of records and problems of this "typed show" and have a willingness for work. Not less than three years experience in radio preferred. Send disc, photo and written details as well as salary expectations, WHTN, Huntington, West Virginia.

Combination announcer-engineer, first class ticket, Virginia daytimer independent. Living accommodations available. Send disc and letter giving reserve or draft status. WNNT, Warsaw, Virginia.

Technical

Immediate opening with 1000 watt independent for combination man with first class ticket. Must be able to announce. Box 340G, BROADCASTING.

Need first phone operators with phasing experience, new 1000 watt station, major market, midwest; state war status and full details in first letter. Box 422G, BROADCASTING.

Production-Programming, others

Wanted immediately, experienced girl to produce, write, air and sell woman's program. Give qualifications and salary expected. Box 310G, BROADCASTING.

Home economics broadcaster needed for large college radio station. Must have college degree, home economics training, writing and radio experience. Box 332G, BROADCASTING.

Woman continuity director. Some air work. Rush photo, disc and copy samples. Larry Filkins, KSCB, Liberal, Kansas.

Wanted program director capable of doing some announcing. No play-by-play, sports and little news. $60 to start. $75 after one month, if suitable. Do not call, or send disc. Write or wire Wm. Kemp, KVER, Box 1388, Albuquerque, New Mexico.

Wanted: Permanent female copy writer for 250 daylight operation. Congenial staff. Contact Manager, WCRA, Effingham, Illinois. Personal interview required.

Wanted at once: Replacement for reserve army man whose duties now include: Farm editor, announcer, special event organizer and assistant to station manager. WTCH Broadcasting, 107-113 E. Green Bay St., Shawano, Wisconsin.

Television

TV traffic opening for woman twenty-five to forty interested in western New York. Must be experienced typist and have writing ability. State education, experience, marital status and salary required. Box 452G, BROADCASTING • *TELECASTING.*

Situations Wanted

Managerial

Manager (with investment): Thoroughly experienced manager, definitely sales minded, seeks permanency with investment up to $20,000.00 in established, reputable station. Not attempting to buy a job but interested in nominal salary and profit-sharing where experience, ability and hard work will pay off. Ten years radio management, ten years newspaper before that. Good references. Box 980F, BROADCASTING.

Manager-commercial manager, 13 years radio and newspaper management and sales. Solid radio man completely experienced in business management, employee relations and public relations. Strong on sales and programming. Good record, excellent references. Family man, two children. Draft exempt. Box 37G, BROADCASTING.

Situations Wanted (Cont'd)

Managing director, long experience, available for revitalizing station operations not now profitable. Knows every phase of station management from A to Z. Good judge of personnel. Will accept remuneration on percentage of increased profits, a straight fee, or a combination of both. Only interested in 1 kw, or more, fulltime. Box 132G, BROADCASTING.

Manager, available after October first. Extensive background. Bottom to top experience. Now employed as general manager. Know both affiliate and independent operations. References and information upon request. Box 330G, BROADCASTING.

Former commercial manager of 50 kw station going back into radio. Out of radio for two years to be executive in large manufacturing concern. Experience includes four years display advertising with large daily and three years in farm magazine as advertising manager. Solid citizen with small family and top level references. Can change October 1. Box 354G, BROADCASTING.

Sales manager, ($35,000.00 investment) Broad experience in field of radio, **desirous of association with business** executives who are planning or soon contemplating applying for television station in near future. Time is the essence, once the **Federal Communications Commission releases the TV** freeze. Would consider management offer in established radio station during interim. Presently employed with brilliant record of achievement in all phases of radio management. Box 355G, BROADCASTING.

Assistant manager, program director. Mature, conscientious, independent and network experience. Want permanent position. Prefer west, but all offers considered. Presently employed. Box 396G, BROADCASTING.

Sales manager, salesman. Experienced all phases radio. Complete details and record on request. Box 398G, BROADCASTING.

Tried and tested trio. Successful management, sales, programming, announcing. Available usual notice. Manager-commercial manager, program director-announcer and staff announcer. Latter two excellent play-by-play sports, news, DJ and general staff. Manager handle complete sales. Presently operating fulltime net in small market. Good reason for desiring change. All draft exempt. Prefer station with opening for all three Box 399G, BROADCASTING.

Reduce overhead with manager to fill multiple jobs; business and promotion manager, sportscaster with Mutual affiliate, three station market of 60,000. Desire like position similar market or station management smaller market. Consider option purchase all or part. Ten years experience radio, newspaper management, ownership. Prefer west. Outstanding references. Box 419G, BROADCASTING.

Want to settle in central Florida. Have sixteen years radio experience: operations, special events, announcing, programming, production, musical direction and public relations. Ten concurrent years working in production of motion pictures, co-ordinating, writing, narrating. Last four years devoted to preparing and carrying out radio campaigns for advertisers on both AM and TV. Family man, aged 42, veteran. Box 421G, BROADCASTING.

Salesmen

Want man sized job where original ideas, tireless energy, pay dividends. Last radio job on ABC basic. Newspaper, agency background. Draft exempt, veteran. College trained, family man, 29. Strong on servicing, sound selling. Box 405G, BROADCASTING.

Experienced salesman, mature family man, wants permanent position with progressive station. Also competent announcer with television training. Good references. Box 420G, BROADCASTING.

Topnotch broadcasting salesman and salesmanager for fifteen years, then built successful publishing business as 50-50% partner, now desires to return to radio field. Interested only in worth while proposition, preferably in south or southwest. Available about October 1st. Box 442G, BROADCASTING.

Announcers

Major league baseball announcer. All sports. Staff. College graduate. Married. Box 910F, BROADCASTING.

Situations Wanted (Cont'd)

Topflight college basketball, footba... AA baseball staff announcer. Excell... recommendations from radio, ma... league baseball and national adve... tising execs. Seeking year-round spo... and/or staff that pays right. Co... George Taylor, telephone Effingha... Illinois 1098 or Box 179G, BROADCAST... ING.

Newscaster, announcer. 6 years exp... rience. Prefer midwest. Married. Bo... 277G, BROADCASTING.

Staff announcer with two and h... years experience in all phases of ra... except play-by-play sports, reache... for that next step up the ladder, m... chance for advancement in present s... Write for full particulars and disc. Bo... 335G, BROADCASTING.

Top minor baseball announcer, al... sports, staff, college grad, married... Telephone Effingham, Illinois 1098 o... Box 180G, BROADCASTING.

Staff announcer, experienced. Capable... news, sports. Top references. Imme... diately available. Box 349G, BROADCASTING.

Announcer, former staff 5,000 watt KG... affiliate. Produced, sang, emceed am... ateur shows in Chicago nite clubs. Tw... years college. Graduate oldest broad... casting school in country. CBS m... structors taught all phases of broad... casting. Consider all offers on th... earth. Box 356G, BROADCASTING.

Young man returning west, 28. Mar... ried. Five years creditable experience... Seeking permanent connection. Bo... 367G, BROADCASTING.

Topnotch ice hockey play-by-play an... nouncer trained for television, experi... enced all phases of staff announcing... Single, draft exempt, highest refer... ences. Available for coming season... Box 380G, BROADCASTING.

Announcer with 4 years experience and... currently with 1 kw large eastern mar... ket desires change. Taken for a 2... year old, but older and exempt fro... draft. Will furnish air check and photo... Travel anywhere. Box 383G, BROADCASTING.

Announcer, draft exempt, vet, married... one child, experience plus schooling, a... phases general announcing. Strong... news, commercials, D. J. West or south... west, but consider any offer. Box 385G... BROADCASTING.

Versatile radio-television commercial... announcer, five years radio, one year... television. In TV, have announced, pro... duced, directed and camera-ed; in... radio, have specialized in special event... and news preparation and broadcast... ing, one-time DJ. Dependable working... record; married, one child; metropoli... tan city. Box 386G, BROADCASTING.

Announcer-engineer, would like re... sponsible position with station th... can use versatility and ability. S... years experience in announcing, wri... ing, programming. Draft deferre... have car. Box 388G, BROADCASTING.

Announcer with family wants perma... nent position. 8½ years experience a... phases programming, production, ne... work and independent with some T... If you can offer congenial workin... conditions and good income, writ... Box 392G, BROADCASTING.

Winchell news treatment. Wisec... sports treatment, combination sport... and news director with very successf... midwest experience, newspaper train... two journalism degrees, family ma... 31, veteran, top references, prefer eas... Box 394G, BROADCASTING.

Morning man, age 29, two years ex... perience. Here's record, news an... sports. Can operate console. Trave... anywhere. Box 397G, BROADCASTING.

Mature veteran, 2 years college, ... years drama and radio school (televi... sion). Singer, fair typist, broad back... ground. Desires position as announcer... Disc on request. Box 400G, BROADCASTING.

Five years diversified metropolita... staffer. Desires permanent prospect... Married. Available immediately. Bo... 368G, BROADCASTING.

Announcer, 24, single. Draft exempt... All-round experience, some sports... Prefer midwest or Florida area but w... travel anywhere. Box 436G, BROADCASTING.

XUM

Situations Wanted (Cont'd)

nouncer, veteran, 28, reliable, conentious. Graduate of leading radio hool. Box 411G, BROADCASTING.

nouncer with good voice. Excellent news and commercials. College ined in radio. Single, 25, veteran. st only. Box 412G, BROADCASTING.

c jockey. Announcer. Service expt. 6 years experience and can sell mmercial. Intelligent, single, 30. ires morning, afternoon or evening w, permanent position. Dependable er and progressive. Excellent voice, xed style. All offers considered. x 413G, BROADCASTING.

ff announcer, newlywed, draft expt vet, age 31, 6-foot-2, 172 lbs., at, good mixer, college education s NBC Radio Institute, can handle m programs. Box 416G, BROADSTING.

nouncer, experience plus training. eneral announcing, news, interviews, writing. Age 25, vet, strong sports. References, disc. Box 417G, ROADCASTING.

uarantee nothing. My voice speaks, copy delivers. Two years experice. Box 418G, BROADCASTING.

nouncer. Wants experience, will avel. College, FM experience, draft empt. Box 425G, BROADCASTING.

ependable, versatile, experienced anouncer. Married. Available when ou read this. Write for disc. Box 6G, BROADCASTING.

r salesman, with license. Proven sults on 2 years experience. Will go ywhere in California, my home. Box 6G, BROADCASTING.

riter-announcer, handle sales. 15 ars network, newspaper experience, ong script, commercial, public relan, program production. Now emoyed. Locate near New York. Salary, mmission. Box 431G, BROADCASTG.

nouncer, experience plus training. eneral announcing, news, DJ interws. Single, 21 years old. Refercs, disc available. Box 435G, ROADCASTING.

ews editor-announcer. Experienced ough to deal with current news situon, but not too high falutin for all or medium station. Favorable aft status, relocate any place except beria to accept reasonable offer. ur idea of reasonable is the same as ine. Box 439G, BROADCASTING.

perienced versatile announcer, conuity writer. Complete details upon quest. Box 440G, BROADCASTING.

nouncer, draft exempt vet. Experice plus training. General announc-, DJ, sports play-by-play. College aduate. Age 26. References, disc ailable. Box 448G, BROADCASTING.

perienced DJ. Good on ad-lib, ows board operation well. Present employed but would like change. ve been at present position for two ars. Married. Draft exempt. Tops morning DJ shows. Box 450G, ROADCASTING.

ailable October first. One year exerience in announcing plus three nths "satisfactory" on first class liense. Also some sales and programng. Write P. O. Box 322, Evanston, nois.

perienced topflight staff announcer th network delivery desires to locate th established station. Proven air esman. Distinctive, mature voice. rsatile all phases programming. Exlent recommendations. Mark Anws, 3148 Wilson Ave., Chicago. one Irving 8-1681.

ung man recent graduate of radio hool with first class license desires position as combination men or enneer, no experience but willing work- Duane Morgan, Willow Lake, S. Dak.

ained announcers, writers, operate ntes and RCA boards. Start forty and fty five week. Pathfinder School Radio, 1222 Oak, Kansas City, Missouri.

orts-staff announcer. Play-by-play perience football, basketball, good erage, can write sports. 2 years mmercial announcing, college grad. ntact Mike Wynn, 370 Columbus enue, N. Y. C., Phone TR 7-2617.

Technical

gineer, tech graduate, vet., 6 months perience AM, FM, and associated uipment. Desire permanent position utheastern U. S. Box 36G, BROADSTING.

mediately available leading school d, 1st class phone familiar with turnbles and audio consoles. Vet, single, ber, all offers considered. Box 199G, ROADCASTING.

Situations Wanted (Cont'd)

License, degree, 12 years experience as engineer. Box 209G, BROADCASTING.

Chief engineer looking for permanency with an established station. Have all that it takes to operate, maintain, design and construct any size AM, FM or TV operation. Top references. Box 274G, BROADCASTING.

Chief engineer seeks permanent career job. Fifteen years experience, including directionals. Understand importance close cooperation with sales, program departments. Married, best references. Box 285G, BROADCASTING.

Available now. 20 years experience to 5 kw, directional. Heavy on construction, maintenance. Chief 250, 16 years. Best references. Box 334G, BROADCASTING.

Chief engineer, twenty years broad technical experience including construction of two stations. Presently chief engineer of one kw. Family. Box 381G, BROADCASTING.

Available, experienced combo man, intelligent, hard worker. Have worked all sections of country. Can handle program director position. Box 389G, BROADCASTING.

Chief engineer, experienced all phases, want change to progressive organization. Possibly consider small announce shift. Can do an efficient and economical job of engineering your station. Not eligible for draft, married, excellent references. Prefer midwest or west coast, but all offers carefully considered. Box 391G, BROADCASTING.

Technical: 2 years experience all phases of AM-FM broadcast. All phases of control room work, meter work, remotes, etc. Single, car, will travel. Prefer midwest. All prospects considered. Sober, reliable, energetic. Grad, references. Presently employed until October 7. Box 404G, BROADCASTING.

Engineer, licensed. Three years experience transmitter operation, maintenance. Studio controls, remotes. Car, will travel. Box 415G, BROADCASTING.

Vet, first phone, AM studio and transmitter broadcast experience, intensive training on studio and field television equipment in courses at television station WPIX and Television Workshop. Can set up pictures on video control unit, operate camera, switcher, mike boom. Will relocate. Box 424G, BROADCASTING.

Engineer, 1st phone, experienced Gates equipment, transmitter, studio, recording, east coast, car. Box 427G, BROADCASTING.

1st phone, vet, 7 months combination experience, announce if necessary. Northeast preferred. Box 430G, BROADCASTING.

Straight engineer. First class phone, school grad., vet, willing to travel. Box 432G, BROADCASTING.

Chief engineer, veteran, married, experienced all phases broadcasting, construction. Permanent position, stable station, available immediately, best references. Write Box 434G, BROADCASTING.

Engineer, first phone, class B amateur. Two years experience one sation, all phases. Single, veteran, 23, have car, available anywhere. All replies answered promptly. Box 438G, BROADCASTING.

Experienced engineer-announcer desires permanent position with opportunity. Kansas or Nebraska preferred. Box 443G, BROADCASTING.

First phone. Non union. Four years FM and AM transmitter, control, recordings, remotes plus factory testing. Desire permanent position with advancement opportunities. Northeast or Great Lakes preferred. Business trained veteran, 32, single. Box 445G, BROADCASTING.

Engineer, 33 years old, over 10 years experience AM, FM, TV and construction. Available immediately. South or southwest preferred. Married. Box 446G, BROADCASTING.

Engineer, 1 year control, transmitter experience. Would like progressive opportunity. Box 453G, BROADCASTING.

Available immediately. Experienced engineer with first phone. Single, age 26. Prefer midwest or west. Have car. Eugene Brown, Alden, Iowa.

Young man with 1st phone, seeking engineering position. No experience but willing to learn. All replies answered, please do not telephone. Vere Wiley, Craig, Nebraska.

Situations Wanted (Cont'd)

Production—Programming, Others

Continuity writer, male, 26. Experienced in local, regional and clear channel copy plus TV and network scripting. Seeking position with midwestern net station. Excellent references. Presently employed in continuity. In replying, please give information regarding station, staff and city. Also salary offered. All inquires acknowledged. Box 343G, BROADCASTING.

Can you use a program director with first phone ticket. Three years as program director, six years as writer and announcer. Willing and able to do excellent work for right salary. Box 390G, BROADCASTING.

Program, production manager: 8 years experience network and independent with some TV. Family, draft exempt, 29. News, special events, promotion, disc jockey and emcee. Capable of working closely with everyone. If you are interested in a hard working, industrious radio man, write Box 393G, BROADCASTING.

Two heads are better than one! Male writing team presently employed midwest. Numerous network credits AM and TV, mystery, drama, juvenile, comedy. Available for part or fulltime team assignments. Creative, imaginative, adaptable. Box 401G, BROADCASTING.

Program director, three years experience network and independent stations. Excellent voice, best references and excellent qualifications. Veteran. Box 402G, BROADCASTING.

PR man, experienced copywriter, News analyst. Also announcing. Draft exempt. Box 406G, BROADCASTING.

Producer-director-announcer. Twenty years experience local, regional, network and free lance, AM and TV. References, Age 42, would like to work in small city. Write Box 407G, BROADCASTING.

Office assistant. Relieve busy manager many details. Vet, 26, degree business administration and grad radio school. Sales and economy minded. Box 409G, BROADCASTING.

Production director radio. Twenty years network experience. One year television production. Want new connection in Chicago area. Presently with agency, directing well known network commercial. Box 410G, BROADCASTING.

Aggressive administrator. Experienced office manager, graduate NYU, Columbia, heavy training all phases radio and television, desires permanent connection with advertising agency, package outfit or radio-TV. Station as executive assistant, salary commensurate to position. Box 423G, BROADCASTING.

Jack of all trades. 1st class ticket, background of sales, copy, production, available for fulltime or temporary work on northeast, single, car. Box 426G, BROADCASTING.

Originality pays! Woman continuity writer with fresh copy appeal available for midwest. Some air work. Immediate replies with copy, disc. Box 433G, BROADCASTING.

Veteran newsman, capable of re-writes, personalizing local news, announce, continuity, promotion. Missouri University Journalism graduate. Available immediately. Box 447G, BROADCASTING.

I can write good commercial copy, scripts, handle all types air work. Young woman, 24. Northwestern University graduate, two years experience continuity director and women's editor network affiliate. Box 451G, BROADCASTING.

Situations Wanted (Cont'd)

Television

Managerial

TV general manager-technical director, 40. Trained top TV staff all phases. Designed, installed equipment and TV building model for industry. Organized most successful efficient TV operation from scratch. Resigned because of change in management. I can build your TV station and staff, all phases, on practical competitive basis. Available October 1st. Box 437G, BROADCASTING ● *TELECASTING.*

Salesmen

Salesman: Years of independent background. Presently employed. Want to advance. Box 408G, BROADCASTING ● *TELECASTING.*

Production—Programming, Others

I want to change to television. Newswriter with radio experience now employed by major newspaper; college graduate. Write Box 382G, BROADCASTING ● *TELECASTING.*

For Sale

Stations

$25,000 buys 35% or majority stockholding in a fulltime high power AM plus FM independent station. Currently in black on expanding gross. Give financial qualifications in first letter. Possibility for active or inactive investment. Box 387G, BROADCASTING.

Equipment, etc.

For sale: 5 kw composite AM transmitter, Doherty circuit, originally Western Electric linear, operating, available January 1. Two 343A, two 212E, four 321A tubes new. Best offer. Box 297G, BROADCASTING.

Rek-O-Kut transcription cutting table, 16 inch, largest size, complete, like new, $800.00 value for only $600.00. Box 315G, BROADCASTING.

Wincharger tower, type 300,350 feet high. Complete with A-3 lighting. Three years old. Excellent condition, reasonably priced. P. O. Box 739, Winston-Salem, North Carolina.

For Sale, Gates 250-C transmitter; type 300, Wincharger Tower, 280 feet, guyed; Gates limiter; one set 3-a lighting. Write Manager, KSTT, Davenport, Iowa.

For Sale: Western Electric 23C speech input equipment. Nine years old but in good operating condition. Presto dual turntable recording machine. Best cash offer for immediate shipment. WCHV, Charlottesville, Virginia.

Gates 250 watt transmitter, Wincharger tower and accesories for both. Excellent condition. Ready to ship. A good buy. WDBC, Escanaba, Michigan.

Composite tower, 4-leg cross membered square 205' guyed. Less insulators, $500. Available immediately. WFTC, Kinston, N. C.

250 watt WE 20A transmitter, WE 110A limiter, RCA BA2B amplifier, REL 510B-DI-1000 watt FM transmitter, REL 600 FM modulation and frequency monitor. All in good condition complete with tubes and instruction books. Make offer, what we accept may surprise you. WIL, Chase Hotel, St. Louis, Missouri.

(Continued on next page)

Help Wanted

Immediate openings

combination men
announcers
engineers
copywriters and
salesmen.

Please reply via air mail special-delivery giving full particulars. Do not send discs.

BOROM RADIO PERSONNEL SERVICE
703 South Vernon ● Dallas 8, Texas

For Sale (Cont'd)

Make offer FM WE 506B-2 complete, spares. 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Complete RCA 1 kw FM station equipment used 8000 hours. Includes 1 kw transmitter, 2 70-D turntables with preamplifiers, 5 microphones, 106 foot tower, 2-section pylon antenna and 1 portable 3 input Magnecorder recorder To be sold in complete package or separately. Write or contact Charles W. Hoefer, Aurora, Illinois, Beacon-News.

Tower, self supporting, 325 ft. (250 ft. for FM) fabricated by Bethlehem. 10 kw FM WE506B2 transmitter with spares. WE 8 Bay Clover Leaf FM antennae. King Broadcasting Company, 1411 4th Avenue, Seattle, Washington.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Equipment, etc.

Wanted: 250 w AM transmitter, cash or exchange 250 w FM RCA transmitter & monitor; above also for sale. Box 441G, BROADCASTING.

Wanted to Buy

Equipment, etc.

Wanted: Small console for transmitter studio. Prefer Gates studioette or similar type. Reasonably priced. Give full details. WRHI, Rock Hill, S. C.

Miscellaneous

RADIO ACCOUNTING SERVICES

COMPLETE OPERATIONS COVERAGE

Includes all required FCC and income tax information and reports.

•

J. R. Hoffman & Associates
1319 F St., N.W., Suite 505
Washington, D. C.

EXecutive 9788

Situations Wanted

Technical

TECHNICAL DIRECTOR
CHIEF ENGINEER OR ASSISTANT

Proven ability; 20 years experience in radio, television, FM, high frequency, high power. Strong on installation and maintenance of television equipment. Degree and advanced work. Former Western Electric engineer. Networks; color television? U. S. or South America.

BOX 449G, BROADCASTING

Help Wanted

Production—Programming, Others

PROGRAM DIRECTOR WANTED

• WEST COAST

REGIONAL (major network) station interviewing applicants for top programming job which will lead to overall Station Manager. Successful applicant must prove unquestioned ability to build top Hooper ratings morning and afternoon. Right man must be able to earn respect of entire staff, hire and fire all program personnel. Responsibility covers Farm Department, Women's Department, Sport's Department, News Department, Western and straight Disc Jockeys, Announcers and Continuity Writers. Must be a natural leader and above all have ability to prove to a strong Sales Department that his programming will build top competitive Hoopers. Let's not kid ourselves. To bat 300 in our league you should not be over 35, have two young children, still married to the FIRST WIFE, and own an automobile. Don't tell us how many years you've worked for a network. Do tell us how many years you've worked for a Strong Independent. Tell about your programming successes. Tell about your ability to hire the right people and emphasize your experience in getting along with a hard hitting Sales Department. Remember we are not hiring an Announcer. We're hiring a Program Director who has sense enough to operate the same way the Managing Editor of a good newspaper functions. **We must increase our circulation and we must render a public service.** No TV competition—but we do have a potential exceeding 150,000 BMB Radio Homes. We'll pay a reasonable starting salary and if you can't earn your first raise in six months you can expect to be fired. If you are in East, Middlewest, or South, a personal interview will be arranged between September 15 and October 15. If you're on Coast interview will be arranged immediately. Your references will be thoroughly checked and we'll take a good look at you and insist that you take a good look at us before a mutual agreement is reached. To protect your present job, your application will be kept in strict confidence. Get your information to us promptly. BOX 299G, BROADCASTING.

For Sale

Equipment

Complete equipment for FM station, including 10 kw transmitter—antenna 116A-8 bay for 94.1 mc. Also, self-supporting tower 450 feet, engineered against wind velocity 125 miles per hour, available as is or re-erected anywhere. Priced for quick sale. Hyman-Michaels Company, Railway Exchange Building, St. Louis 1, Missouri.

CIVIL RIGHTS

WAVZ Denies Time Purchase

BECAUSE the Civil Rights Congress "is one of those listed as a Communist front by the attorney general," WAVZ New Haven, Conn., has refused a request from the local chairman of the Congress for purchase of time to discuss pending legislation.

In announcing the station's stand, Daniel W. Kops, vice president and general manager, said: "We consider it contrary to the public interest to sell or give time to any organization in this category." He pointed out that this situation is "particularly true now" because our "civil liberties and civil rights are threatened today from without and within."

Mr. Kops said Mrs. Thelma Meites, New Haven chairman of the Congress, and WAVZ had started preliminary negotiations for 14 five-minute broadcasts on the pending Mundt-Nixon Bill, which calls for registration of all Communists in the United States. He stated that WAVZ had "no intention of having such discussion funneled through an organization labeled as a Communist front."

KELO FARM TOUR

Group to Visit Europe

TO enable Midwest farmers to study at first-hand agricultural conditions in Europe, Midcontinent Broadcasting Co., operator of KELO Sioux Falls, S. D., is sponsoring a five-week "Mid-Century Farm Tour." The group will leave New York Oct. 12 by air and return to New York Nov. 10.

Directed by Les Harding, KELO farm director, the tour will take in France, Sweden, Denmark, Germany, Holland, England, Switzerland, Spain and Portugal.

The schedule will include glimpses of the Marshall Plan in action, a study of farm production and prices, in addition to observing the progress of economic and social recovery. Mr. Harding is in charge of reservations for the trip.

WORD GRIDCASTS

Set 48 Games for AM-F

WORD and WDXY (FM) Spartanburg, S. C., will carry 48 football games this fall, including professional, local and national college games and six high school contests.

All Washington Redskins games sponsored by American Oil Co. and the top college game of the week will be handled by Harry Wismer, ABC sportscaster. The regional games played in the south east and the important game played by Clemson and South Carolina also will be aired.

All Wofford College games will be carried and also six Spartanburg High School games. The Wofford and regional games will be sponsored by the Aug. W. Smith Co. and the local Cudd & Co. Insurance Co.; the high school games will be sponsored by Stroford Motor Co.

WWCF (FM) Rates

IN BROADCASTING - TELECASTING 1950 MARKETBOOK, page 230, it was erroneously stated that WWCF (FM) Poynette, Wis., is available as a bonus to national advertisers buying time on its AM affiliate WIBU. WWCF is not available to WIBU advertisers without additional payment amounting to 50% increase in WIBU rates.

Midwest
$15,000.00

50% stock interest in successful independent making remarkable progress. Located in an excellent market with little local competition. A suitable management contract will be negotiated with the right purchaser.

South
$60,000.00

Well established fulltime facility in one of the south's best rural markets. This station has always been very profitable and future prospects are better than ever. 100% interest $60,000.00. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
360 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

ONE OF THE NATIONS OUTSTANDING RADIO SCHOOLS

Only six short months for your First Class License, just 52 weeks for you to become a highly skilled Combination Announcer Operator Includes announcing, writing, selling, drama, news editing, production programming, disc jockey

100% placement of Combination men
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FCC Actions

(Continued from page 76)

ecisions Cont.:

ense install new trans.

WKNE Keene, N. H.—Granted request for cancellation of CP for changes daytime DA.

WETO Gadsden, Ala.—Granted mod. to make changes in ant. system.

WELS Kinston, N. C.—Granted mod. to change main studio location, ke changes in ant. ground system d trans. equipment.

KRIZ Phoenix, Ariz.—Granted mod. to change type trans.

WIAM Williamston, N. C.—Granted d. CP for approval ant. and trans. cation, specify studio location, and ange type trans. and ground system.

WPRA Mayaguez, P. R. — Granted d. CP for extension of completion te to 9-18-50.

WEPM Martinsburg, W. Va.—Same 11-20-50.

WIPR Santurce, P. R.—Same to 9-50.

National Bestg. Co. Inc., Cleveland, io—Granted license KQB-47 for new t.

Ashland Bestg. Co., Ashland, Ky.—anted request for cancellation of li-se KA-5705 and deletion of remote kup.

WESC-AM-FM Greenville, S. C.—anted request for involuntary trans-r of control of licensee corp. from ott Russell, deceased to Christie K. ussell, Administratrix of Estate of ott Russell.

KBC, Denver, Col.—Granted mod. li-se KA-4686 to change frequencies 26.11, 26.15, 26.25, 26.35 and 26.45 mc.

Oil City Bestg. Co., Electra, Tex.—anted CP new remote pickup KA-3. (Condition).

Robert F. Neathery, West Plains, Mo. Granted CP and license for new re-te pickup KAB-698.

KFVS-FM Cape Girardeau, Mo.—anted mod. of CP for extension of mpletion date to 3-25-51.

WEPM-FM Martinsburg, W. Va.—me to 11-20-50.

WSB-FM Atlanta, Ga.—Same to 10-50.

WATW Ashland, Wis.—Granted li-se install. new trans.

KFEL Denver, Col.—Granted license stall aux. trans.

KLTF Little Falls, Minn.—Granted d. CP for approval of ant. and ns. location.

WAGA-TV Atlanta, Ga. — Granted d. CP for extension of completion te to 2-28-51.

WBRC-TV Birmingham, Ala.—Same 1-1-51.

WSAP Portsmouth, Va. — Granted d. CP for extension of completion te to 1-1-51.

ACTION ON MOTIONS

By Commissioner Sterling

The Northern Corp., Boston, Mass.—anted petition for dismissal without judice of application.

Tul'e Bestg. Co., Tulia, Tex.—Granted missal without prejudice of applica-n.

KPLW Floydada, Tex. — Removed m hearing docket application of PLW.

KSOO Sioux Falls, S. D.—Granted e to amend application so as to ce nighttime power from 10 to 5 application, as amended, was re-ed from hearing docket.

WCAR Inc., Pontiac, Mich.—Granted part petition filed Aug. 28 request-that time to file an opposition to rits of petition for rehearing filed Aug. 18, by UAW-CIO Bestg. Corp. extended for period of ten days sequent to action on petition filed WCAR Inc. on Aug. 28, to dismiss tion for rehearing; time extended to t. 11.

WHKC Cleveland, Ohio—Granted ex-sion of time to Sept. 14, in which to Proposed Findings of Fact in pro-ding upon applications of Afro-erican Bestg. System Inc., Hopkins e, Ill. and WDZ Decatur, Ill.

FCC General Counsel—Granted peti-n requesting removal from hearing ket of application of WSIV Pekin, and place in pending file to await sions in Dockets 6741 and 8333—

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Clear Channel & Daytime Skywave issues.

KXLR North Little Rock, Ark. and KWAK Stuttgart, Ark.—Granted joint petition requesting an indefinite continuance of hearing presently scheduled for Sept. 25, at Little Rock, Ark. in proceeding Dockets 9429 et al, pending action on petitions for reconsideration and grant without hearing.

Pratt Bestg. Co., Pratt, Kan.—Granted leave to amend application so as to specify 1570 kc 250 w D in lieu of 1230 kc 250 w D and to change programming and financial data; on Commission's own motion, application was removed from the hearing docket.

By Examiner Jack P. Blume

KPET Lamesa, Tex.—Granted petition for leave to amend its application so as to substitute, as the applicant, R. O. Parker and R. A. Woodson, a partnership d/b as Lamesa Broadcasting Co., in place of R. O. Parker, R. A. Woodson and K. S. Ashby, a partnership d/b as Lamesa Broadcasting Co.

By Examiner J. D. Bond

Radio Station KWOC Poplar Bluff, Mo.—Granted leave to amend application so as to change name of applicants to Poplar Bluff Bestg. Co. a corp., so as to reduce proposed nighttime power from 1 kw to 500 w so as to change DA array and patterns, and so as to include necessary engineering data pertinent to foregoing changes.

The Poplar Bluff Bestg. Co., Poplar Bluff, Mo.—Granted motion for continuance of hearing re application and WTAD Quincy, Ill. from Sept. 6, to Oct. 24, at Washington, D. C.

By Examiner Leo Resnick

Atascosa Bestg. Co., Pleasanton, Tex.—Granted leave to amend appliction to change frequency from 990 kc to 1380 kc so as to remove question of interference with XET Monterrey, Nuevo Leon, Mex. and by supplying new engineering data to be incorporated in application; application, as amended, is removed from hearing docket.

By Hearing Examiner Bond

Kansas City Bestg. Co. Inc., Kansas City, Mo.; Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo.—Ordered that record in Dockets 8415 and 8870 be reopened and that transcripts of oral arguments before Hearing Examiner July 10 and Aug. 2, and they are hereby filed and made part of record and record is closed; denied applicants separate petitions for leave to amend and for further hearing; ordered that proposed findings of fact and conclusions of law particularly addressed to matters stated in Commission's remand order of June 22 be filed on behalf of applicant Reorganized Church and on behalf of the Commission; and the applicant Kansas City Bestg. Co. is granted leave to file such proposed findings and conclusions upon stated matters as it may desire; period of 30 days is allowed for such filing, which time shall be computed from date of public notice of Commission's action upon review of this order; if this order is not appealed, 30 days shall commence on date of this order; further ordered that record in this proceeding be reopened to permit filing of proposed findings and conclusions and replies as directed and permitted in the order and upon expiration of time prescribed record shall be deemed to be closed.

September 11 Applications . . .

ACCEPTED FOR FILING

License Renewal

Request for license renewal AM station: KVGB Great Bend, Kan.; WFRC Reidsville, N. C.; KSLM Salem, Ore.; WBEL Beloit, Wis.; WKNK Muskegon, Mich.; KCRV Caruthersville, Mo.; WCLT Newark, Ohio; KTUL Tulsa, Okla.; KCNY San Marcos, Tex.; KUJ Walla Walla, Wash.; KIMA Yakima, Wash.; KWYO Sheridan, Wyo.

AM—910 kc

WORD Spartanburg, S. C.—CP to change from 1400 kc, 250 w unl. to 910 kc 1 kw unl. DA.

AM—1230 kc

KVAS Astoria, Ore.—Mod. CP AM station to change from 1050 kc 250 w D to 1240 kc 250 w unl. AMENDED to request 1230 kc.

AM—580 kc

Lawrenceburg Bestg. Co., Lawrenceburg, Tenn.—CP AM station 580 kc 1 kw D AMENDED to request 500 w D.

Modification of CP

KYUM Yuma, Ariz.—Mod. CP AM station to change frequency, increase power etc. for extension of completion date.

Mod. CP new FM station for extension of completion date: WNAC-FM Boston, Mass.; WFMZ Allentown, Pa.; KTRH Houston, Tex.

WARD-FM Johnstown, Pa.—Mod. CP new FM station to change from Class B to Class A, change frequency to 92.1 mc, ERP to 0.089 kw, ant. to 76 ft.

License for CP

KNX-FM Hollywood, Calif.—License for CP new FM station.

KTRH-FM Houston, Tex.—Same.

KTTV (TV) Los Angeles—License for CP new commercial TV station to change ERP to 30.9 kw vis., 15.6 kw aur. and change studio location to 5746 Sunset Blvd.

TENDERED FOR FILING

SSA—1380 kc

WAMS Wilmington, Del.—SSA on 1380 kc to operate unlimited hours for period of six months.

APPLICATIONS RETURNED

Transfer of Control

WWSO Springfield, Ohio—RETURNED Sept. 11 request for transfer of control of Radio Springfield Inc., from S. A. Cisler Jr. to Eugene Purnelle through sale of 740 sh. stock.

WOOK Silver Spring, Md.—RETURNED Sept. 11 request for license renewal AM station.

APPLICATION DISMISSED

KSFE Needles, Calif.—DISMISSED Aug. 31 application for assignment of license from Oscar Shelley tr/as Shelley Radio-Electric Co. to Floyd Kenyon Ree.

September 12 Decisions . . .

BY THE SECRETARY

The Niagara Falls Gazette Pub. Co., Niagara Falls, N. Y.—Granted license for new STL.

KWFM San Diego, Calif.—Granted license for new FM station; (104.7 mc) 960 w Chan. 284, ant. minus 60 ft.

Union Carolina Bestg. Co., Union, S. C.—Granted request to cancel license KIB-759 and delete remote pickup.

WTHS Miami, Fla.—Granted mod. of license to change name from Technical High School, Dade County Board of Public Instruction to Lindsey Hopkins Vocational School, Dade County Board of Public Instruction.

WAAM Baltimore, Md. — Granted mod. license to change corporate name to WAAM Inc.

KVOL-FM Lafayette, La.—Granted CP to change trans. site and make changes in ant. system.

WGTC Greenville, N. C.—Granted mod. CP to change trans. location and change studio location; conditions.

KRVN Lexington, Neb. — Granted mod. CP to change type trans. and change trans. location; condition.

Following were granted mod. CP's for extension of completion dates as shown: KFRU Columbia, Mo. to 3-1-51; KA-3520 Area Portsmouth, Va. to 3-30-51; KA-5793, KA-5794, KA-5795, Paramount Television Prod. Inc., Area Hollywood, Calif. to 1-13-51; WWA-200 San Juan, P. R. to 11-15-50; WTCN-FM Minneapolis, Minn. to 4-5-51; WFMY Greensboro, N. C. to 12-5-50; WFSS Long Island, N. Y. to 3-13-51; WDAK-FM Columbus, Ga. to 3-30-51; WBCA Schenectady, N. Y. to 3-15-51; KAHU Waipahu, Hawaii to 9-15-50 condition; KGDM-FM Stockton, Calif. to 12-9-50; WLEE-FM Richmond, Va. to 3-17-51; KRNT-FM Des Moines, Ia. to 3-30-51; KRLD-TV Dallas, Tex. to 1-1-51; KDYL-TV Salt Lake City, Utah to 4-1-51; WWJ-TV, Detroit to 12-31-50; WSM-TV Nashville, Tenn. to 10-6-50.

Lehigh Valley Bestg. Co., Allentown, Pa.—Granted CP and license for new remote pickup KA-7487.

WSAZ Inc., — Granted mod. CP KQB-81-2 nr. Mt. Joy, Ohio KQB-83-4 nr. Macon, Ohio to change freqeuncies to 2059-2076 mc.; to change freqeuncy to 897 mc; to change frequencies to 2025-2042 mc.; to 895 mc.

WJR The Goodwill Station, Inc., Detroit, Mich.—Granted license to make changes in existing remote pickup KQA-755; freqeuncy: 153.05, 153.11, 152.99 mc.; power 50 w; Emission: A3; Trans. location: Fisher Bldg.

WCTA-FM Andalusia, Ala.—Granted license new FM station; (98.1 mc) 10.5 kw, Chan. 251; ant. 160 ft.

WCHI Chicago Heights, Ill.—Granted license new FM station; (95.9 mc) 255 w; Chan. 240; ant. 170 ft.

KVTT Dallas Tex.—Granted license change in non-commercial educational FM station; (91.7 mc) Chan. 219; 780 w; ant. 135 ft.

KLTI-FM Longview, Tex.—Granted mod. license to change studio location; grant request for waiver of Sec. 3.205(a) of Commission's rules to permit KLTI-FM to indentify itself as a Longview station.

Brownsville, Bestg. Co., Brownsville, Tex.—Granted CP to make changes in remote pickup KKA-796 ant. system. (Condition).

WOPA-FM Oak Park, Ill.—Granted mod. CP to make changes in ant. system.

WLBR-FM Lebanon, Pa.—Granted license for changes FM station; (100.1 mc) Chan. 261; 720 w; ant. 290 ft.

Aladdin Radio & Television Inc., Denver, Col.—Granted request to cancel licenses and delete remote pickups KA-3048-9.

WWJ-FM Detroit — Granted license for changes in FM station; (97.1 mc) Chan. 246; 48 kw; ant. 665 ft.

WNAM Neenah, Wis.—Granted license change hours of operation and power and install DA-N (1280 kc, 1 kw, DA-N, unl.).

ACTION ON MOTIONS

By Commissioner E. M. Webster

FCC General Counsel—Granted extension of time to Sept. 13 in which to file opposition to petition for reconsideration, rehearing and other relief filed on 8-21 by the City of Jacksonville in proceeding upon application for additional time in which to complete construction of TV Station WJAX-TV, Jacksonville, Florida.

WNAV Annapolis, Md.—Granted petition to amend application to revise corporate organization and directional array, and for removal of application, as amended, from hearing docket.

WHOM Jersey City, N. J.—Granted leave to amend application so as to revise Exhibit E attached thereto.

UAW-CIO Bestg. Corp. of Mich., Detroit—Granted extension of time to Sept. 11 to file opposition to motion to dismiss UAW-CIO's petiton for rehearing filed by WCAR Inc. on Aug. 28.

KCRA Sacramento, Calif.—Granted leave to amend application so as to delete all reference to change in nighttime operation and revise daytime DA and for removal of application, as amended, from hearing docket.

Johnston Bestg. Co. and WTNB Birmingham, Ala.—Ordered that hearing in this proceeding presently scheduled to commence on Sept. 11 at Washington, D. C., be continued indefinitely.

By Examiner J. D. Bond

Midwest Bestg. Corp., Montevideo,

(Continued on page 84)

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SILVER ANNIVERSARY

WELL Staging Month-Long Observance

Cleaning up the WELL studios for the next 25 years are (l to r) Messrs. Jayne, Owen and Stone, all 20-year veterans in the radio business.

* * *

WITH a month-long series of special events planned, WELL Battle Creek, Mich., is observing its 25th anniversary during September.

Scene of the silver jubilee is the WELL studios in the Michigan National Bank Bldg. Among the anniversary highlights planned are special broadcasts by birthday guests, contests, prizes, refreshments and a program re-creating the days when WELL sent out its first broadcasts on a 5 w transmitter.

Appropriately, the walls of the studios' entrance lobby have been painted in silver. Atop the 205-ft. transmitter tower on the bank's roof, a pennant has been mounted bearing the emblem, "WELL 25."

Also in keeping with the occasion, Dan E. Jayne, vice president and general manager, has invited all married couples in Battle Creek and the four surrounding townships, whose 25th anniversaries occur in September, to visit the studios and be interviewed by staff announcers, either "live" or by tape.

In keeping with WELL's welcome policy towards visitors, listeners have been invited to "come up and broadcast" during September. Their voices will be tape-recorded and later aired.

For early risers, free coffee "and" is being served each morning between 6 and 7 o'clock. During the same hour, Danny Daniels, "The Old Brooklyn Cowboy," interviews some of the visitors on his program.

On four Saturday evenings, 9 to 10 p.m., WELL is staging a *Radio Talent of the Future* show. Young people in the 15-30 class will appear in solo or group performances. Cash prizes will be awarded and each winner will be declared eligible to enter the city-wide amateur contest in October, sponsored by the Retail Merchants in connection with "Hospitality Farm Week."

WELL also is sponsoring a jingle contest. Some of the most appealing offerings will be read over the air.

Inserting a touch of nostalgia, popular melodies of 25 years ago will be played on the Mon.-Fri. *Accent on Melody* show.

In addition to Manager Jayne, key figures in preparing and staging the WELL observance include Forrest F. Owen, public relations and program director; E. P. M... Jr., commercial manager; Fra... Jayne, traffic manager, and E... J. Stone, chief engineer.

An ABC affiliate, WELL is owned and operated by Federa... Publications Inc. and is license... for 250 w on 1400 kc. Its sister station WELL-FM, founded in 1947, operates on Channel 271 (B... with 45 kw on 103.1 mc.

Strictly Business

(Continued from page 16)

former Evelyn Power—live in Ridgewood, N. J., where Mr. Boyd satisfies his hobby (politics) in a minor political capacity in a local Republican Club.

Stew Boyd gets first hand information as to the likes and dislikes of the juvenile audience. Housed with Mr. and Mrs. Boyd are a daughter, Lee Allan, and a son, R. Stewart Jr., a St. Bernard named "Mimi," a cocker spaniel, ducks, hamsters, finches and any other furred or feathered creature that the children bring home.

STANDARDIZATION

Graham Addresses IRE Mee...

VIRGIL M. GRAHAM, director o... technical relations for Sylvani... Electric Products Inc., and as... sociate director of the Radio-Tele... vision Mfrs. Assn.'s engineering department, has cited engineers... standardization in the radio in... dustry as today's basis of outstan... ing advances in the electronic ar...

Speaking before the West Coa... convention of the Institute of Radio Engineers in Los Angeles last Wednesday [BROADCASTING, Sept. 11], Mr. Graham gave a report containing "definitions of terms, tests and symbols which are of interest to the radio industry and the institute today." Among or... ganizations he cited as being active in establishing and promoting manufacturing type of standards were the Associated Mfrs. of Elec... trical Supplies, later combined with the Electric Power Club to form the National Electrical Mfrs. Assn., and the Radio-Televisi... Mfrs. Assn.

KCJB ON AIR

New Fulltime N.D. Outle...

NEW CBS affiliate, KCJB Min... N. D., officially went on the air Sept. 1, operating fulltime on 9... kc with 1 kw. John W. Bo... president and general manager of station, is owner.

Mr. Boler also owns KS... Fargo-Jamestown, N. D. G. McKinnon is commercial manager of KCJB and Linn Wells is sports editor.

COMMUNIST CONTROL BILL *Passes Senate*

BELLIGERENT Senate, weathering discord within its ranks, passed a stiff omnibus Communist control bill last week. The measure, a broadened version of the McCarran Bill (S 4037), was approved by 70-7 vote in an atmosphere politically charged.

With the Senate action taken, conferees late Thursday sat down to sort out differences between the upper chamber's package security bill and the House-approved Woods bill, sponsored by Rep. John Wood (D-Ga.).

The final version to be sent to the White House and possibly bearing a Presidential veto [BROADCASTING, Sept. 11] was expected to contain the provision which would require Communist and Communist-front groups to label in advance all radio and television programs with the source of sponsorship.

The author of the Senate bill, Sen. Pat McCarran (D-Nev.), predicted the President would sign the measure "because American public opinion won't let him do otherwise." Sen. McCarran was appointed chairman of the joint Senate-House conference committee.

President Truman told newsmen Thursday afternoon he would have to study the new bill as ironed out in conference before committing himself. Earlier, Mr. Truman had warned he would veto the original McCarran Bill which subsequently was modified. The House version was essentially the old Mundt-Nixon bill.

Provisions of Bill

The approved legislation had two main provisions: (1) The registration of Communists by an independent Subversive Activities Control Board, and (2) machinery for the Attorney General to intern Communists and other potential saboteurs in time of war, invasion or insurrection. Stricken from the bill was a proposal to arrest subversives in case of an imminent invasion or when Congress and the President declared an internal security emergency.

Supporters of the measure already were mapping out plans to override a veto should the President decide to send it back to Congress. At his news conference Thursday, Mr. Truman ruled out the possibility that he would apply the "pocket" veto, i. e., not sign the bill in a 10-day period during which Congress adjourned.

The President made it plain that he would have flatly rejected the measure had the Senate sent it to him in the form passed by the House.

In a topsy-turvy session in which Democrats and Republicans charged each other with infringing on Constitutional rights, the Senate last Wednesday finally turned down provisions of the Administration-backed security control bill and accepted the modified McCarran Bill.

Controversy on alleged "thought control" provisions of the bill, which includes the labeling of Communist broadcasts or telecasts, raged anew during debate. Sen. Herbert O'Conor (D-Md.), denying the bill had such an aim, said it was designed to halt "un-American acts."

In another move to tighten security, the Senate passed and sent to the House a bill aimed to strengthen the FBI's hand in combatting espionage and sabotage. The measure would permit FBI agents to make arrests without recourse to warrant for federal offenses committed in their presence. It also would allow such arrests if the agent has "reasonable grounds" to believe a felony is involved.

The House overrode a Presidential veto of a measure which would impose drastic anti-Communist requirements for obtaining and retaining citizenship in the U. S. If the Senate takes its cue from the House, the bill will become law.

The bill, as authored by Rep. Francis E. Walter (D-Pa.), would prohibit citizenship to any alien who belonged to a subversive group within 10 years before applying for citizenship.

COMPLETING details for Ford sponsorship over KIOA Des Moines of U. of Iowa football games this season are (l to r) Bob Elston, KIOA sportscaster; J. W. Brauer, account executive, J. Walter Thompson Co., representing Iowa Ford Dealers Committee; James L. Kelehan, KIOA sales manager; Don O'Brien, station sportscaster. Games, originated by KIOA, to be carried by KBIZ Ottumwa, KICD Spencer, KGLO Mason City, KSIB Creston, KWWL Waterloo, KVFD Fort Dodge, KBUR Burlington.

WNOE BID

Seeks Switch to 1090 kc Made Available by FCC

WNOE New Orleans last week filed application with FCC for switch to 50 kw day, 25 kw night, directional fulltime, on 1090 kc, the Class I-B frequency declared "available" by the Commission earlier this year [BROADCASTING, April 17]. Owned by James A. Noe, WNOE presently is a Class II station on 1060 kc with 50 kw day, 5 kw night, directional fulltime.

WNOE in effect is filing for the channel of John D. Ewing's KTHS Hot Springs, Ark., now operating on 1090 kc with 10 kw day, 1 kw night. KTHS has pending an application for move to Little Rock and boost in power to 50 kw fulltime, directional night [BROADCASTING, Aug. 14].

Under the North American Regional Broadcasting Agreement, now being renegotiated (see story page 41), 1090 kc has been usable in the U. S. heretofore only in Arkansas (KTHS) and Maryland (WBAL Baltimore, 50 kw, directional night). It was because of NARBA that FCC had earlier denied KTHS' bid to move to West Memphis, Ark., and boost power to 50 kw.

At the same time FCC also had denied the competitive application of C. E. Palmer's Hot Springs Broadcasting Co. for a new station at Hot Springs on 1090 kc with 50 kw fulltime as well as KTHS' second bid for a new outlet there on 550 kc with 5 kw day, 1 kw night, to replace the 1090 kc outlet were it removed to West Memphis.

But on ruling in this case, FCC declared it would consider 1090 kc assignable in those areas where it might be assigned since NARBA had expired after the closing of the record in the proceeding. The Commission further gave the participants a year in which they might file new applications, indicating they thereby might compete on equal terms "with any applicant who may wish to enter the lists for use of 1090 kc in accord with presently existing considerations."

In WNOE's engineering statement, prepared by the Washington consulting engineering firm of McIntosh & Inglis, FCC was told WNOE would use its present transmitter site and relocate four of the seven towers of its directional array. The towers also would be increased in height to 450 ft. Cost of the technical changes was estimated at $114,000.

The application stated the proposed WNOE operation would protect the secondary service areas of WBAL and Mexican station XERB, other Class I-B stations on 1090 kc. KTHS was not mentioned since it was indicated the two stations would be mutually exclusive and would require comparative hearing.

Coverage Detailed

WNOE represented that its present 0.5 mv/m daytime contour includes 1,272,998 persons and 18,825 sq. mi. while its 2.5 mv/m normally protected nighttime contour includes population of 560,350 and area of 1,401 sq. mi. The station stated its proposed operation would include 1,358,979 persons and 24,075 sq. mi. within its 0.5 mv/m daytime contour and 815,314 persons and 9,125 sq. mi. within its 0.5 mv/m nighttime contour.

Concerning its proposed secondary service area, WNOE gave a rural population of 1,049,889 between its daytime 0.5 and 0.1 mv/m contours. Rural population of 9,321,703 was given for the nighttime 0.5 mv/m 50% skywave contour not subject to interference from other Class I-B stations.

Mr. Noe in addition to WNOE is 100% owner of KNOE Monroe, La., and 50% owner of KOTN Pine Bluff, Ark. He and his son also each hold 25% interest in KJAN Broadcasting Co., applicant at Baton Rouge, La. Preparation of the WNOE application was directed by James E. Gordon, WNOE general manager.

There are only three other applications pending for use of 1090 kc. These include the bid of Drew Pearson and Robert S. Allen (Public Service Broadcasting Corp.) for the facilities of WBAL; application of KAUS Austin, Minn., to change from 1 kw on 1480 kc, directional to 10 kw on 1090 kc, directional night; and the new station request of Roy Hofheinz, Texas broadcaster, for 250 w daytime on 1090 kc at San Benito, Tex.

Available!

The Happy Kitchen, one of the Midwest's oldest and best liked women's programs, is conducted by Nancy Goode.

Nancy Goode

This 9:15 a.m. week-day feature has been on the air for almost 15 years. The program is deftly handled by Nancy Goode, homemaker, mother and active clubwoman. Her recipes, food and household hints are of great interest to KMBC-KFRM listeners. Nancy also conducts a weekly demonstration before an audience.

Fleischmann's Yeast and K. C. Power & Light are current sponsors, but additional participations are now available!

Promotion and merchandising aids are also a part of the participation. Contact us, or any Free & Peters "Colonel" for details!

KMBC of Kansas City

KFRM for Rural Kansas

FCC Actions

(Continued from page 81)

Decisions Con't.:

Minn.—Granted continuance of hearing in proceeding re application from 9-13 to 12-13-50.

By Examiner Jack P. Blume

El Dia Bcstg. Co., Long Beach, Calif.—Granted leave to amend application so as to change facilities requested from 740 kc 1 kw D at Long Beach, Calif. to 740 kc 10 kw D employing DA at Avalon, Calif.

WKMH Inc., Jackson, Mich.—Granted leave to correct record in proceeding re application and that of WKNX Saginaw, Mich.; denied petition regarding one correction since nature and purpose is not clear (denial is without prejudice to applicant's right to renew request upon appropriate petition containing full explanation of nature of proposed correction and statement of reasons why record should be corrected in that respect).

By Examiner Fanney N. Litvin

KNEB Scottsbluff, Neb. — Granted leave to amend application so as to shift orientation of proposed DA array system by 1.5 degrees, reduce nighttime RMS to 123.5 mv/m at one mile, propose monitoring points and radiated fields shown on Table 6 attached to and made part of proposed amendment, and for removal of said application, as amended, from hearing docket.

September 13 Applications . . .

ACCEPTED FOR FILING

AM—1370 kc

KEEN San Jose, Calif.—Mod. license to change studio location from De Anza Hotel, San Jose to Wayne Ave., and Mulpitas Highway, San Jose.

SSA—1380 kc

WAMS Wilmington, Del.—SSA on 1380 kc, 1 kw unl. DA-1 for period of six months.

Special Authority

Community Service Bcstg. Corp., Amsterdam, N. Y.—Authority to transmit programs to CKCV Quebec, Can.

License Renewal

Request for license renewal AM station: KEEN San Jose, Calif.; KCOL Fort Collins, Col.; WDOV Dover, Del.; WLAK Lakeland, Fla.; KDTH Dubuque, Ia.; WAAB Worcester, Mass.; WFMJ Youngstown, Ohio; WTJS Jackson, Tenn.; KRBC Abilene, Tex.; KBOR Brownsville, Tex.; KRIG Odessa, Tex.; KLO Ogden, Utah; WRAC Racine, Wis.

Modification of CP

KAHU Waihapu, Hawaii—Mod. CP new AM station for extension of completion date.

WRGA-FM Rome, Ga.—Mod. CP new FM station for extension of completion date.

WMIN-FM St. Paul, Minn.—Mod. CP FM station to change ERP to 47.608 kw.

License for CP

KRIC-FM Beaumont, Tex.—License to cover CP new FM station.

WAER Syracuse, N. Y.—CP to change noncommercial educational FM station ERP to 1 kw.

TENDERED FOR FILING

AM—1090 kc

WNOE New Orleans—CP AM station to change from 1060 kc 50 kw-D 5 kw-N DA-2 to 1090 kc 50 kw-D 25 kw-N DA-2.

September 14 Decisions . . .

BY A BOARD

STA GRANTED

Zenith Radio Corp., Chicago—Granted STA to operate experimental TV station KS2XBS, Chicago, with visual ERP of 5 kw during 90-day period of "Phonevision" tests, scheduled to commence Oct. 1.

Hearing Designated

WMMB Melbourne, Fla.—Designated for hearing in Washington, on Feb. 19, 1951, application for change in frequency from 1050 kc to 1240 kc and to increase hours of operation from day only to unl., with 250 w power; made WFOY, St. Augustine, Fla., party to proceeding.

WCEM Cambridge, Md.—Designated for hearing, in Washington, on Feb. 20, 1951, application for mod. license to increase nighttime power from 100 w to 250 w, while operating unl. time on 1240 kc with 100 w D.

September 14 Applications . . .

ACCEPTED FOR FILING

AM—1300 kc

Pyramid Radio Bcstg. & Television Co. Inc., W. Frankford, Ill.—CP new AM station 800 kc 1 kw D AMENDED to request 1300 kc.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO SEPTEMBER 14

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM stations	2,176	2,146	175		276	262
FM stations	686	509	211	1*	20	13
TV stations	106	51	58		355	182

* On the air.

* * *

Docket Actions . . .

INITIAL DECISION

WJMR and Royal Bcstg. Co., New Orleans; Gretna & Lower Coast Radio & Bcstg. Co. Inc., Gretna, La.—Announced initial decision by Examiner Jack P. Blume to grant application of WJMR to change from 990 kc, 250 w day to 1450 kc, 250 w fulltime, subject to WNOE New Orleans being licensed on 1060 kc. WJMR shall not begin operation until WNOE license has been issued; to deny applications of Royal Bcstg. Co., New Orleans and Gretna & Lower Coast Radio & Bcstg. Co. Inc., Gretna new stations on 1450 kc, 250 w fulltime. Initial Decision Sept. 11.

Non-Docket Actions . . .

AM GRANTS

New Orleans, La.—Jules J. Paglin, granted new station on 800 kc, 1 kw day. Estimated construction cost $27,000. Mr. Paglin, individual applicant is a sales consultant and 50% owner Sam Bonart uniforms. He held a 4% interest in WJMR New Orleans, at one time. Granted Sept. 8.

Walton, N. Y. — Delaware County Bcstg. Corp., granted new station 1270 kc, 1 kw day. Estimated construction cost $20,150. Principals include: Dr. E. Odgen Bush, dentist, president 25%; Elmer Kellam, Member of Assembly of New York State, vice president 25%; Hyman E. Mintz, assistant attorney general New York State, secretary 25%; Muriel M. Kyle, housewife and school teacher, treasurer 25%. Granted Sept. 8.

Crossett, Ark.—The Ashley County Bcstg. Co., granted new station on 1240 kc, 100 w unlimited. Estimated construction cost $7,503.89. Principals: T. Cecil Fleet Sr., general law practice 70%, and John H. Fleet, chief engineer KSTL St. Louis, Mo., 30%. Granted Sept. 14.

Menomonie, Wis.—Capital City Bcstg. Co., granted new station 1360 kc, 500 w. unlimited. Estimated construction cost $18,693.54. Principals in Capital Bcstg. include: Thornton G. Simpson, George L. Heleniak and William F. Johns Jr., each have 33⅓% interest. Mr. Johns has extensive radio interests including WKLK Cloquet, Minn., WOSH Oshkosh, Wis. and WSHB Stillwater, Minn. Granted Sept. 14.

KCNA Tucson, Ariz.—Granted switch in facilities from 1340 kc, 250 w unlimited to 580 kc, 5 kw day, 500 w night, directional night. Granted Sept. 14.

KAVR Havre, Mont.—Granted change in facilities from 1240 kc, 250 w fulltime to 910 kc, 1 kw fulltime, directional. Subject to engineering conditions. Granted Sept. 14.

KNCM Moberly, Mo.—Granted switch in facilities from 1220 kc, 250 w day to 1230 kc, 250 w fulltime. No program tests to be authorized until KRES St. Joseph, Mo., has vacated 1230 kc and no license to be issued until KRES is licensed on another frequency. Granted Sept. 8.

WAGA-TV Atlanta, Ga. — Granted modification of CP to change studio location and change 7RP to 18 kw vis., 9.5 kw aur. ant to 530 ft. Granted Sept. 8.

WPIX(TV) New York—Granted modification of CP to change ERP to 3.6 kw vis., 2.5 kw aur., ant. to 1,405 ft. Granted Sept. 8.

WHBF-TV Rock Island, Ill.—Granted modification of CP to decrease ERP from 13.6 kw vis., 7.6 kw aur. to 11 kw vis., 5.5 kw aur. Granted Sept. 8.

ACTION RESCINDED

WBYS-FM Canton, Ill.—Fulton County Bcstg. Co., granted request to have Secretary's action of Aug. 18, cancelling FM license and deleting call letters rescinded. Action Sept. 12.

OPERATIONS SUSPENDED

KPFA Berkeley, Calif.—Granted request of FM station to remain silent until Oct. 21 pending reorganization. Action Sept. 14.

WXNJ Plainfield, N. J.—Granted request of FM station to remain silent pending reorganization, until Sept. 30. Action Sept. 14.

WHHH Warren, Ohio—Granted authority to remain silent for 30 days, pending settlement of labor problems. Action Sept. 14.

* All suspended operations on condition that station maintains and operates obstruction lighting equipment of guy tenna structure.

Deletions . . .

ONE FM authorization reported deleted last week by FCC. Total to date since Jan. 1: AM 31; FM 91; TV 3.

KGAR-FM Garden City, Kan.—Arkansas Valley Bcstg. Co. Inc., CP Sept. 8. Less than 18% of radio audience have FM receivers.

TRANSFER GRANTS

WKSR Pulaski, Tenn.—Granted assignment of license from John R. Crowder, James Porter Clark and W. Williams d/b as Pulaski Bcstg. Co. to John R. Crowder and James Porter Clark. Mr. Williams retires and sells his 10% interest to Mr. Crowder for $4,000, increasing his holdings to 90%. WKSR is assigned 250 w day on 730 kc. Granted Sept. 8.

WELS Kinston, N. C.—Granted assignment of CP from Commonwealth Bcstg. Corp., permittee, to Farmers Bcstg. Service Inc., in which transferors are same as transferees. Transfer simplifies and facilitates corporate business transacted in North Carolina. WELS is assigned 1 kw day on 1010 kc. Granted Sept. 8.

WAKE Greenville, S. C.—Granted assignment of CP from Piedmont Bcstg. Co., permittee, to Piedmont Bcstg. Corp. Inc., partners being same in assignor as in assignee. Corporate form of operation deemed advisable. WAKE is assigned 250 w fulltime on 1490 kc. Granted Sept. 8.

KSPO Spokane, Wash.—Granted assignment of license from Spokane Bcstg. Corp., licensee, to Louis Wasmer. Mr. Wasmer desires to conduct business as an individual rather than corporation. KSPO is assigned 250 w fulltime on 1230 kc. Granted Sept.

KGAK Gallup, N. M.—Granted assignment of license from Rio Grande Bcstg. Co. Inc., licensee, to Thunderbird Bcstg. Co., new company, for $8,000. Merle Tucker, original stockholder remains, increasing his holding from 33⅓% to 75%. Bernard J. Fitzpatrick has a 25% interest. Mida Tucker and Louise Fitzpatrick each hold qualifying share with beneficial ownership vested in their respective husbands. Mr. Tucker's other radio interests include KOAT Albuquerque, KTSM Santa Fe and KRSN Los Alamos. KGAK is assigned 250 w fulltime on 1220 kc. Granted Sept. 8.

KIBE Palo Alto, Calif.—Granted assignment of license from Millard Kibbe and Donald K. Deming d/b as D & I Bcstg. Co. to J. B. Rhodes for a consideration of $45,000. Mr. Rhodes is president Associated Grocers Co-op. one of largest wholesale food and produce distributors in Pacific N.W. KIBE is assigned 250 w day on 1220 kc. Granted Sept. 8.

WOOD Grand Rapids, Mich.—Granted acquisition of control in Grandwood Bcstg. Co., licensee, by WFBM Inc. through purchase of 125 sh. or 50% stock from Ralph S. and Bertha G. Elder and F. R. Denton for consideration of $12,500. WOOD is assigned 5 kw fulltime, directional, on 1300 kc. Granted Sept. 8.

KRSC Seattle, Wash.—Granted transfer of control of Radio Sales Corp., licensee, from P. K. Leberman, Robert E. Priebe and John E. Ryan Jr., to Elroy McCaw, through purchase of 100% stock for $112,500 plus or minus the amount by which current assets exceed all liabilities except as capital as of June 30. Mr. McCaw has radio interests including KELA Centralia-Chehalis Wash. 50%; KYAK Yakima, Wash. 33⅓%; KLZ-AM-FM Denver 22.5%; KPOA Honolulu 50%; KILA Hilo 50% and KYA Palo Alto 50%. Mr. Liberman's principal stockholder is moving to New York and wishes to divest himself of his radio interest. KRSC is assigned 1 kw fulltime on 1150 kc. Granted Sept. 8.

WKLK Cloquet, Minn.—Granted consent to transfer control in Cloquet Bcstg. Co., from William F. Johns to and John O. Vick to Victor J. Tedesco, Nicholas Tedesco, Albert S. Tedesco and Antonio Tedesco, representing 60% of stock. Mr. Johns will exchange his 15% interest in WKLK for 40% interest of transferees in KOBK, permittee

License for CP

WGTA Summerville, Ga.—License for CP new AM station.

WDSM Superior, Wis.—License for CP to change frequency, increase power etc.

WHIM E. Providence, R. I.—Mod. license to change main studio location from 32 Custom House, Providence to 115 Eastern Ave., E. Providence, R. I.

License Renewal

Request for license renewal AM station: KIEM Eureka, Calif.; KARM Fresno, Calif.; WCOA Pensacola, Fla.; KCRG Cedar Rapids, Ia.; WVOM Brookline, Mass.; WBCM Bay City, Mich.; KXLF Butte, Mont.; WWRL Woodside, L. I.; WAKR Akron, Ohio; KATL Houston, Tex.; KCOH Houston, Tex.; WWOD Lynchburg, Va.

Modification of CP

WPMP Pascagoula, Miss.—Mod. CP new AM station for extension of completion date.

WARM Scranton, Pa.—Mod. CP increase power, change frequency etc. for extension of completion date.

WFMX LaSalle-Peru, Ill.—Mod. CP new FM station for extension of completion date.

WWOL-FM Buffalo, N. Y.—Same.

WBCC-FM Bethesda, Md.—Mod. CP FM station to change ant. to 328 ft.

License for CP

WBZA-FM Springfield, Mass.—License for CP new FM station.

License Renewal

WRJN-FM Racine, Wis.—Request for license renewal FM station.

APPLICATION DISMISSED

Lyle C. Treakle & Chester A. Burn, Flagstaff, Ariz.—RETURNED Aug. 24 application for new station on 1400 kc 250 w unl.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO
Monitoring Company
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
PHONE JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

ion at Owatonna, Minn. Mr. Vick sell his 25% interest in WKLK for sideration of $7,500. WKLK is as- ed 250 w fulltime on 1450 kc. Grant- Sept. 8.

KOBK Owatonna, Minn. — Granted nsfer of control in Owatonna Bcstg. permittee, from Nicholas Tedesco, or Tedesco. Albert Tedesco and onio Tedesco to William F. Johns ough sale of 40% of stock. See trans- above. KOBK is assigned 500 w 1390 kc. Granted Sept. 8.

KPAN Hereford, Tex.—Granted as- ment of license of Hereford Bcstg. licensee, from John Blake to Mar- l Formby. Mr. Blake sells his 50% rest to Mr. Formby for the latter's interest in KSNY Snyder, Tex., rks and 14 others through capital k increase. KHMO is assigned 5 kw 1 kw night, directional, on 1070 kc. nted Sept. 8.

ew Applications . . .

AM APPLICATIONS

rt Scott, Kan.—Fort Scott Bcstg. 1420 kc. 250 w day. Estimated con- ction cost $10,790. Principals in pany include: John F. Shea, tech- an WAPI Birmingham, 51%; Law- M. Dunlap, technician WNOE Orleans 17.5%; Kathryn Couch lap, housewife, 7%; Harry J. Hew- ½ interest Hewitt & Sons Interior orators, 24.5%. Filed Sept. 11.

TRANSFER REQUESTS

WNC Asheville, N. C.—Transfer of trol in Asheville Citizen-Times Co. licensee, through purchase by Don lias of 125 sh. of stock or 3.12% Brandon P. Hodges for $31,250. Elias presently owns 47.95% of the k of WWNC and transfer would in- se his holdings to 51.07%. WWNC signed 5 kw fulltime, directional on 570 kc. Filed Sept. 12.

KSFT Trinidad, Col.—Assignment of se from Trinidad Bcstg. Corp., li- ee, to James E. Blair for consider- n of $10,000. KSFT has been off the pending financial reorganization. Blair is owner KWGB Goodland. KSFT is assigned 1 kw day, 500 ht on 1280 kc. Filed Sept. 14.

WIS-AM-FM Columbia and WSPA-FM Spartanburg, S. C., and WIST Charlotte, N. C.—Assignment of se of WIS and permit of WIS-FM Surety Life Insurance Co., and gnment of licenses of WSPA-AM- and WIST from Surety Bcstg. Co., to The Bcstg. Co. of the South. kholders of parent firm, Surety Insurance Co., voted Aug. 4 to rate insurance and radio interests. new companies formed. The ety Life Insurance Co. and The Co. of the South. Stockholders old firm, 69 in all, get interests in firms comparative to present hold- WIS assigned 5 kw, directional on 560 kc; WSPA 5 kw, direc- l night, on 950 kc. Filed Sept. 11.

0 AM RATE CUTS

Networks Tell Johnson

IDENCE has cropped up on itol Hill that two of the major o networks, specifically CBS NBC, have no intention at this of cutting rates to timebuyers. he revelation, disclosed by the e of Sen. Ed C. Johnson (D-), showed little inclination by networks to follow along the roversial path of AM rate cut- as advocated by the Assn. of onal Advertisers. ANA's plans, rheaded by its Radio and Tele- n Steering Committee, were lsed temporarily by the net- ks late in July [BROADCASTING, 31].

ate cutting as an issue entered office of radio-minded Sen. son, chairman of the Senate merce Committee, in the form ueries from unidentified affil- s who are concerned with re- s regarding ANA and other ees. As a courtesy and in an unofficial capacity, Sen. Johnson questioned the networks.

According to the Senator's office, the networks answered the queries emphatically that (1) they are not in favor of cutting AM rates and have no present plans to do so, and (2) in view of increased rates charged by other media, radio time charges probably are too low.

If there are to be any readjustments, it was indicated, the networks would consider an upward revision.

KYW SALES CLINIC

F&P Staffers See Available Shows

Featured talent on KYW local programs line up for clinic's finale as Mr. Pyle (seated) handles the m. c. chores.

* * *

TO acquaint national sales representatives with its programs available for sale, KYW Philadelphia used a theatrical approach in staging a sales clinic for the New York staff of Free & Peters Inc. a fortnight ago.

The presentation was in the form of a 2½-hour program containing capsule versions of practically all of KYW's local shows, complete with musical themes, sample format, personalities and success stories. Each thumbnail program was introduced by M. C. Jack Pyle as ex-model Kay Wylie posted colorful program-titled placards.

Supervising the sales clinic were L. R. Rawlins, KYW station manager; Robert H. Teter, sales manager; Frank A. Tooke, program director, and Paul I. Woodland, promotion.

To lend added effectiveness to the clinic, a special studio was set up on the KYW auditorium stage. Occupying half the stage, it was framed by a large arch labeled "Sound Investments," complete with front curtain.

Heralding the clinic was a specially written "F & P Bedtime Story," plus other reminders, which were left the previous night in hotel rooms of those scheduled to attend.

The clinic started at 8:30 a.m. Presentations included the first half hour of KYW'S *Musical Clock*, *Anne Lee's Notebook* broadcast and condensed local shows with a tour of the studios sandwiched in. Luncheon was served in the building, after which the clinic was devoted to station coverage, market, promotion, publicity and sales promotion, and, finally, a sales talk.

Attending were:

Free & Peters Inc.—H. Preston Peters, president; Russel Woodward, vice president; Jones Scovern, New York sales manager; W. N. Davidson, Jack Thompson, Robert R. Somerville, Ewart M. Blain, Martin L. Henry, Joseph Amaturo and Dan Moseley.

Westinghouse Radio Stations Inc.—Walter E. Benoit, vice president; Edward Borroff, sales manager; Eldon Campbell, sales representative; W. B. McGill, advertising and promotion manager.

KYW—L. R. Rawlins, station manager; R. H. Teter, sales manager; Frank A. Tooke, program director; I. N. Eney, chief engineer; A. H. Bates, auditor; C. R. Messervey, William C. Kruse, John P. Meagher, all sales representatives, and Paul I. Woodland, sales promotion-publicity.

WRNL Richmond, Va., planning series on-the-spot broadcasts direct from booths at fairs and expositions in area.

U. S. TAX LAWS

FCBA Proposes Change

PROPOSAL to amend Federal tax laws to remove hardship on broadcasters in accumulating funds for TV and other facilities will be submitted to the American Bar Assn. convention in Washington this week.

Move on behalf of stations developed within the Federal Communications Bar Assn., which is represented in ABA's House of Delegates by Guilford Jameson, FCBA past president. The problem was discussed by the ABA Tax Section, which opened a three-day meeting last Thursday.

A special committee on Section 102 of the code contends that the present procedure handicaps stations in withholding dividends for the purpose of constructing TV facilities or otherwise expanding operations. The committee feels Section 102 should be amended to allow withholding of funds where the station can show reasonable grounds.

In recent broadcast cases (KTUL Tusla and KOMA Oklahoma City) the Revenue Bureau assessed additional taxes on dividends withheld. The action was upheld on appeal.

Copyright problems affecting radio and television were discussed by the ABA Copyright Section at a Saturday symposium held at the Shoreham Hotel. ABA national convention sessions conclude Sept. 20.

Kaiser-Frazer Spots

KAISER-FRAZER Corp., Willow Run, Mich., will promote its new car, "The Henry J," with an approximate $200,000 spot announcement radio campaign. Schedule is expected to start the last week in September to run for one month in markets throughout the country. William H. Weintraub Co., New York, is the agency.

KNUZ Houston began 24-hour schedule Sept. 4 with outlet to be off air from midnight Sun. to 5 a.m. Mon., weekly.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Simon House

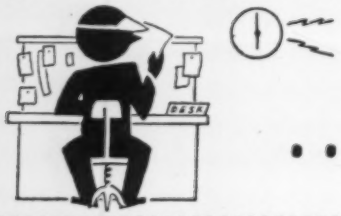
IT'S LOVE

On Records: Toni Arden—Col. 38905; Denise Darcel—Lon. 756; Phil Brito—MGM 10788.

On Transcription: David LeWinter—Standard.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.



...at deadline

RURAL NETWORK ASKS FCC TO REJECT MUZAK PLAN

REFUTING "vigorously" Muzak Corp.'s contention FM has not developed into "new and distinctive public service," Rural Radio Network Friday petitioned FCC to reject Muzak proposal that "narrowcasting" of its pay-as-you-listen music service be allowed in regular FM band [BROADCASTING, Sept. 11]. RRN saw destruction of FM as national broadcast service under Muzak plan rather than enhancement visioned by subscription radio proponent.

Filed by Washington counsel, Marcus Cohn, RRN petition cited extensive, unique service of RRN's FM network operation as best refutation of "unsupported contentions of Muzak." Although recognizing FM has had its "growing pains," RRN pointed out AM did too and hence there is "no justification for Muzak's proposal for a misguided FM euthanasia. The way to cure FM's ills is most assuredly not by killing the service."

RRN saw "obnoxious nature" of narrowcasting "pig squeal" emitting from sets to prevent non-subscribers from enjoying Muzak programs without payment as diminishing value of FM broadcasting to listener. Possible confusion of "pig squeal" with static further would destroy work RRN and others have done to herald FM as static free, petition also noted, as well as adverse effect on potential FM set purchasers realizing cost of set "was only a license to pay for further service."

TV PICTURE TUBES MOSTLY ABOVE 15 INCHES

RECTANGULAR TV picture tubes made up 47% of July cathode tube sales to set manufacturers, RTMA reported Friday in first breakdown of circular and rectangular tube sales.

Also reported by RTMA was 40% drop in July tube sales from previous month because of vacation shutdown by manufacturing plants. Picture tube sales to manufacturers totaled 341,940 units, valued at $9,133,745, in July compared with 566,942 tubes, valued at $15,-054,810 in June, RTMA said. Data also showed 84% of July sales were tubes 16-in. and larger. Tubes 15-in. and less accounted for 15% of that month's sales; 19-in. and larger for slightly more than 11%.

TV GROUP'S FCC PROTEST

TV MANUFACTURERS ASSN., in letters from President Michael L. Kaplan to FCC Chairman Wayne Coy, protests color decision as "half-baked," giving TV "black eye," making manufacturers "whipping boy" and requests time limit be extended "until a practical, compatible color system satisfactory to your Commission is presented."

PALEY TO BE GUEST

TO COMMEMORATE his 20th anniversary program Lowell Thomas on Sept. 29 will have William S. Paley, chairman of board of CBS, as his guest.

NAVY PROMOTES GODFREY

ARTHUR GODFREY, CBS radio-TV actor, promoted to commander in Navy Reserve Friday while on two-week period of active duty at Navy Air Training Command, Pensacola, Fla.

'NEW BLOOD' IN STATIONS URGED BY COMR. HENNOCK

NEED for "new blood" in station ownership seen Friday by FCC Comr. Frieda B. Hennock, who said it would be "a great stimulus" for better programming and is essential in TV "if we are to prevent television from assuming the characteristics of our aural broadcasting system," which she felt has "much room for improvement."

Addressing Washington meeting of National Assn. of Women Lawyers, she said she thought "there would be a great advantage in trying to assure some real diversification among broadcast licensees," and that FCC "should make every effort to introduce, insofar as possible, noncommercial elements into the broadcasting picture."

Broadcasters and public share "major burden" of improving programming, she said, upholding FCC's right to review overall programming in passing on public interest questions. In passing reference to FCC color decision, she reiterated her view that "if necessary, steps should be taken by the FCC to insure that present set owners will continue for a reasonable period to receive fine programming at all hours."

Meanwhile, in speech for delivery Friday night at Los Angeles session of West Coast Convention of Institute of Radio Engineers, Comr. George E. Sterling emphasized that seeming slowness of FCC processes is due to FCC's determination to explore all questions thoroughly and hear all sides on controversial questions in order to reach final decisions which will best serve public interest. He discussed "Due Process and the Public Interest."

NAB ENDORSES BMI

AT DISTRICT 8 meeting of NAB in Indianapolis Friday, resolution passed unanimously endorsing BMI. At same time vote of gratitude extended to Roy Harlow, director of station relations BMI (early story page 28).

SUFFERS HEART ATTACK

H. LESLIE ATLASS, CBS Central Division vice president, was recovering Friday from a "mild" heart attack in Louisville, where he and his family attended Kentucky State Fair. Mr. Atlass is expected to return to work this week.

DISASTER SERVICE

PRAISE from stations and public officials throughout Northeastern Pennsylvania directed to Dick Carlson, general manager of WCDL Carbondale, Pa., for thoughtful role in feeding on-the-scene broadcasts from Ohio troop train wreck to other outlets. Train carried troops from anthracite section.

First report of wreck received by WCDL from 2d Lt. Rod Lewis, former WCDL announcer who was on ill-fated train. Lt. Lewis phoned Mr. Carlson early Monday morning and WCDL scooped entire nation with first report. For two-day period Mr. Carlson made available phoned reports from wreck to all stations in Scranton and Wilkes-Barre areas. Bruce Wallace, general manager of WTNS Coshocton, Ohio, cooperated in feeding disaster news.

Closed Circuit

(Continued from page 7)

tator whose Washington commentary is co-operatively sponsored on more than 300 stations, shortly will resume newspaper column. He has signed one-year contract with King Features Syndicate for column five days per week, likely to appear in large list of papers probably including Hearst chain.

WHEN layman—notably an actor—gets award for "distinguished service to medicine" that's news. Shortly to be announced will be award to Jean Hersholt for his *Dr. Christian* series (CBS, Wed. 8:30-9 p.m.) by District of Columbia Medical Society (an AMA chapter) to occur at annual banquet in Washington on Oct. 4.

ATLANTIC REFINING fall sports schedule delayed by increasing difficulty in clearing TV time. With AM schedule complete N. W. Ayer, Philadelphia, Atlantic agency, working furiously to complete TV contracts before season deadline.

ERWIN, WASEY & Co., New York, preparing spot announcement campaign in Ohio to start in October for Republican party's candidate for governor, Dan Elright.

SCHWERIN RESEARCH CORP., New York specialists in qualitative audience reaction measurements, will expand into regional radio and television service, probably on West Coast in near future.

NEW JERSEY STATIONS OFFER DEFENSE HOOKUP

NEW JERSEY Network, composed of 22 AM and FM stations in state, offered to governor and state department of defense for emergency communications, according to statement filed with FCC Friday by New Jersey Broadcasters Assn. indicating approval of Commission's proposed disaster communications service [BROADCASTING, Aug. 7]. Network, including non-NJBA outlets, can be activated within hours in event of national or local disasters such as "floods, blizzards, earthquakes, hurricanes explosions or the consequence of armed attack."

In addition to state network, stations propose tie-in with local civil defense plans. Network to operate via off-air pickup of FM stations. Three originating keys are WTOA Trenton, WAAT Newark and WSNJ Bridgeton. Alternate network patterns planned should originating key become inoperative, FCC was told. Plan presented to state by Carl Marx WTTM Trenton general manager and NJBA president.

COFFEE BUREAU ON ABC

AS PART of "most intensive" advertising campaign in its history, Pan-American Coffee Bureau, New York, will continue to sponsor Edwin C. Hill's *The Human Side of the News* thrice-weekly over 91 ABC stations, Theophil de Andrade, bureau's president, announced Friday. Magazine, newspaper Sunday supplement and other advertising will accompany drive to promote coffee as America's favorite beverage.

PAGLIARA JOINS WIL

NICK PAGLIARA, 25-year radio veteran who was general manager of WEW St. Louis from 1940 until month ago, joins WIL St. Louis as national sales manager. Mr. Pagliara was program director of West Virginia Network from 1935 to 1940.

MACK LEAVES PEPSI-COLA

WALTER S. MACK Friday announced resignation as chairman of board of Pepsi-Cola C

XUM

A RICH RURAL MARKET

. . . dominated by WLW

Today, farmers and farm families have more spendable dollars than any other group in the U. S.

There are many ways of covering this rich, ready-to-buy market. But any way you try in WLW-land will cost you more than WLW. It's as simple as this—

WLW reaches a greater rural audience in WLW-land—at less cost—than any single medium or any combination of media.

Here's why —

Of all farm families in the WLW Merchandise-Able Area, 38.7% listen to WLW more often than to any other station,* with 216 stations competing.

WLW reaches 81.7% of all rural radio homes in four weeks, 66.5% in an average week. And the average rural home reached LISTENS TO WLW EIGHT HOURS AND SIXTEEN MINUTES PER WEEK.**

For further information, contact any of the WLW Sales Offices in

CINCINNATI ***NEW YORK***

CHICAGO ***HOLLYWOOD***

WLW
the nation's most merchandise-able station

CROSLEY BROADCASTING CORPORATION

* People's Advisory Council Survey
** Nielsen Radio Index, Feb.-March, 1950